



Limited-Service Restaurants in Bulgaria

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers are still drawn to more affordable options
- Chained operators spearhead growth as Papa Johns enters Bulgaria
- Partnerships rise with third-party online delivery firms

PROSPECTS AND OPPORTUNITIES

- Healthy outlook for limited-service restaurants
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- Technological investments will enhance appeal

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Consumer Foodservice in Bulgaria - Industry Overview

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