



Euromonitor
International

Consumer Foodservice By Location in Bulgaria

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Foodservice locations see opportunities and challenges

INDUSTRY PERFORMANCE

Retail foodservice benefits from high foot traffic

Standalone dominates, particularly in major cities

Online delivery continues to increase penetration in foodservice

WHAT'S NEXT?

Foodservice operators are tapping into growing opportunities in leisure locations

Standalone outlets to remain most accessible for everyday dining

Varying challenges and opportunities depending on the location type

Demographic changes to increase focus on tourism and older consumer groups

COMPETITIVE LANDSCAPE

Retailers benefit as consumers look for dining that fits with shopping routines

International chains focus on prime locations

CATEGORY DATA

Table 1 - Consumer Foodservice by Location: Units/Outlets 2020-2025

Table 2 - Sales in Consumer Foodservice by Location: Number of Transactions 2020-2025

Table 3 - Sales in Consumer Foodservice by Location: Foodservice Value 2020-2025

Table 4 - Consumer Foodservice by Location: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Consumer Foodservice by Location: % Transaction Growth 2020-2025

Table 6 - Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2020-2025

Table 7 - Consumer Foodservice Through Standalone: Units/Outlets 2020-2025

Table 8 - Sales in Consumer Foodservice Through Standalone: Number of Transactions 2020-2025

Table 9 - Sales in Consumer Foodservice Through Standalone: Foodservice Value 2020-2025

Table 10 - Consumer Foodservice Through Standalone: % Units/Outlets Growth 2020-2025

Table 11 - Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2020-2025

Table 12 - Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2020-2025

Table 13 - Consumer Foodservice Through Leisure: Units/Outlets 2020-2025

Table 14 - Sales in Consumer Foodservice Through Leisure: Number of Transactions 2020-2025

Table 15 - Sales in Consumer Foodservice Through Leisure: Foodservice Value 2020-2025

Table 16 - Consumer Foodservice Through Leisure: % Units/Outlets Growth 2020-2025

Table 17 - Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2020-2025

Table 18 - Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2020-2025

Table 19 - Consumer Foodservice Through Retail: Units/Outlets 2020-2025

Table 20 - Sales in Consumer Foodservice Through Retail: Number of Transactions 2020-2025

Table 21 - Sales in Consumer Foodservice Through Retail: Foodservice Value 2020-2025

Table 22 - Consumer Foodservice Through Retail: % Units/Outlets Growth 2020-2025

Table 23 - Sales in Consumer Foodservice Through Retail: % Transaction Growth 2020-2025

Table 24 - Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2020-2025

Table 25 - Consumer Foodservice Through Lodging: Units/Outlets 2020-2025

Table 26 - Sales in Consumer Foodservice Through Lodging: Number of Transactions 2020-2025

Table 27 - Sales in Consumer Foodservice Through Lodging: Foodservice Value 2020-2025

Table 28 - Consumer Foodservice Through Lodging: % Units/Outlets Growth 2020-2025

Table 29 - Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2020-2025

Table 30 - Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2020-2025

Table 31 - Consumer Foodservice Through Travel: Units/Outlets 2020-2025

Table 32 - Sales in Consumer Foodservice Through Travel: Number of Transactions 2020-2025

Table 33 - Sales in Consumer Foodservice Through Travel: Foodservice Value 2020-2025

Table 34 - Consumer Foodservice Through Travel: % Units/Outlets Growth 2020-2025

Table 35 - Sales in Consumer Foodservice Through Travel: % Transaction Growth 2020-2025

Table 36 - Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2020-2025

Table 37 - Forecast Consumer Foodservice by Location: Units/Outlets 2025-2030

Table 38 - Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2025-2030

Table 39 - Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2025-2030

Table 40 - Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2025-2030

Table 41 - Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2025-2030

Table 42 - Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2025-2030

Table 43 - Forecast Consumer Foodservice Through Standalone: Units/Outlets 2025-2030

Table 44 - Forecast Sales in Consumer Foodservice Through Standalone: Number of Transactions 2025-2030

Table 45 - Forecast Sales in Consumer Foodservice Through Standalone: Foodservice Value 2025-2030

Table 46 - Forecast Consumer Foodservice Through Standalone: % Units/Outlets Growth 2025-2030

Table 47 - Forecast Sales in Consumer Foodservice Through Standalone: % Transaction Growth 2025-2030

Table 48 - Forecast Sales in Consumer Foodservice Through Standalone: % Foodservice Value Growth 2025-2030

Table 49 - Forecast Consumer Foodservice Through Leisure: Units/Outlets 2025-2030

Table 50 - Forecast Sales in Consumer Foodservice Through Leisure: Number of Transactions 2025-2030

Table 51 - Forecast Sales in Consumer Foodservice Through Leisure: Foodservice Value 2025-2030

Table 52 - Forecast Consumer Foodservice Through Leisure: % Units/Outlets Growth 2025-2030

Table 53 - Forecast Sales in Consumer Foodservice Through Leisure: % Transaction Growth 2025-2030

Table 54 - Forecast Sales in Consumer Foodservice Through Leisure: % Foodservice Value Growth 2025-2030

Table 55 - Forecast Consumer Foodservice Through Retail: Units/Outlets 2025-2030

Table 56 - Forecast Sales in Consumer Foodservice Through Retail: Number of Transactions 2025-2030

Table 57 - Forecast Sales in Consumer Foodservice Through Retail: Foodservice Value 2025-2030

Table 58 - Forecast Consumer Foodservice Through Retail: % Units/Outlets Growth 2025-2030

Table 59 - Forecast Sales in Consumer Foodservice Through Retail: % Transaction Growth 2025-2030

Table 60 - Forecast Sales in Consumer Foodservice Through Retail: % Foodservice Value Growth 2025-2030

Table 61 - Forecast Consumer Foodservice Through Lodging: Units/Outlets 2025-2030

Table 62 - Forecast Sales in Consumer Foodservice Through Lodging: Number of Transactions 2025-2030

Table 63 - Forecast Sales in Consumer Foodservice Through Lodging: Foodservice Value 2025-2030

Table 64 - Forecast Consumer Foodservice Through Lodging: % Units/Outlets Growth 2025-2030

Table 65 - Forecast Sales in Consumer Foodservice Through Lodging: % Transaction Growth 2025-2030

Table 66 - Forecast Sales in Consumer Foodservice Through Lodging: % Foodservice Value Growth 2025-2030

Table 67 - Forecast Consumer Foodservice Through Travel: Units/Outlets 2025-2030

Table 68 - Forecast Sales in Consumer Foodservice Through Travel: Number of Transactions 2025-2030

Table 69 - Forecast Sales in Consumer Foodservice Through Travel: Foodservice Value 2025-2030

Table 70 - Forecast Consumer Foodservice Through Travel: % Units/Outlets Growth 2025-2030

Table 71 - Forecast Sales in Consumer Foodservice Through Travel: % Transaction Growth 2025-2030

Table 72 - Forecast Sales in Consumer Foodservice Through Travel: % Foodservice Value Growth 2025-2030

DISCLAIMER

[Consumer Foodservice in Bulgaria - Industry Overview](#)

EXECUTIVE SUMMARY

Tourism, digitalisation and services add dynamism to consumer foodservice

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic conditions influence foodservice operations and spending

Online and drive-through continue to penetrate the consumer foodservice landscape
Experiential dining and loyalty programmes strengthen consumer engagement

WHAT'S NEXT?

Steady value growth forecast but higher prices represent a challenge
Innovation through expansion, diversification and personalisation
“Greener” operations to emerge more fully

COMPETITIVE LANDSCAPE

Chains and independents foster dual market dynamic
Happy Bar&Grill leverages brand name and good quality, affordable menus
McDonald's expands footprint in key locations

CHANNELS

Chained operators invest in locations and services
Independents show resilience among rising operating pressures

MARKET DATA

Table 73 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025
Table 74 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025
Table 75 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025
Table 76 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025
Table 77 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025
Table 78 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025
Table 79 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025
Table 80 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025
Table 81 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025
Table 82 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025
Table 83 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025
Table 84 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030
Table 85 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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