



# Self-Service Cafeterias in Bulgaria

February 2024

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## Self-Service Cafeterias in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price hikes and inflation drive strong value growth in 2023

New outlets support the growth of independent cafeterias

Increased focus on healthy food options and sustainability

#### PROSPECTS AND OPPORTUNITIES

Self-service cafeterias to benefit from demand for quick and convenient food and affordable prices

Menu revisions and interior design to appeal to younger consumers

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