



# Cafés/Bars in Bulgaria

February 2024

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## Cafés/Bars in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Socialising and inflation drive strong double-digit value growth in 2023  
Independent players outperform chains as Nedelya has fewer outlets  
Social media culture boosts the popularity of cafés/bars among younger consumers

#### PROSPECTS AND OPPORTUNITIES

Consumers increasingly comfortable with the idea that chained outlets offer similar value to more traditional independent cafés  
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