

# Consumer Foodservice By Location in Bulgaria

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong demand despite shaken consumer confidence and inflation  
Recovery of tourism benefits consumer foodservice through travel and lodging  
Consumer foodservice through retail benefits from the return to shopping in stores

#### PROSPECTS AND OPPORTUNITIES

Recovery of tourism and investment to drive lodging and travel growth  
Infrastructure development to create new opportunities

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