KEY DATA FINDINGS

2022 DEVELOPMENTS

Full-service restaurants gains further ground as Bulgarians return to dining out
High inflation and financial pressures present a less than entirely favourable scenario
The popularity of Asian cuisine continues to rise and spread throughout Bulgaria

PROSPECTS AND OPPORTUNITIES

Positive growth slated for full-service restaurants as consumers return to dining out
Health and wellness and sustainability set to become more influential
More adventurous concepts to come to the fore as consumers increasingly crave novelty

CATEGORY DATA

Table 1 - Full-Service Restaurants by Category: Units/Outlets 2017-2022
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EXECUTIVE SUMMARY

Consumer foodservice in 2022: The big picture
2022 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

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