

BULGARIA



Stéphanie Sollinger
COUNTRY MANAGER



Connect
on LinkedIn



Population

6.7M

45_y

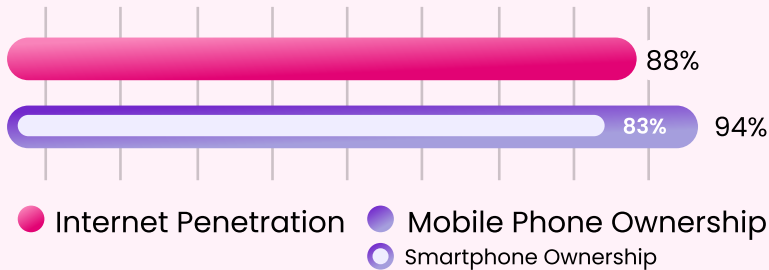


Median Age



Gross Domestic
Product (in \$)

18.000 billion



Local Payment Methods

Bank
Cards



Apple &
Google Pay



Paypal



Sim Cards

10
millions

Prepaid Connections
> 12%

Postpaid Connections
> 88%



Main Telcos

Market share
(Mobile connections)

A1

39%

Yettel.

31%

VIVACOM

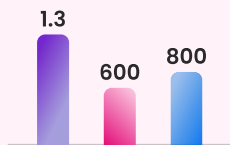
29%

DIGITALVIRGO

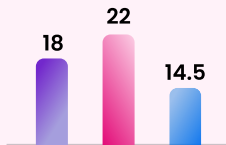


Digital Services Usage

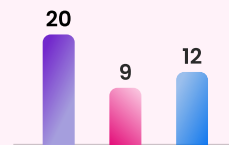
Number of Users
(by 2027 in million)



Revenue
(in millions of €)



User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming

Share of Mobile
Broadband
Connections

3G 0%

4G 62%

5G 35%

Regulator



ARPU

\$10.5



Trends

VOD (OTT)

Mobile Gaming & eSports

eBooks/Audiobooks/Podcasts

Music Streaming

Anime/Manga

Sports (Basketball)

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