

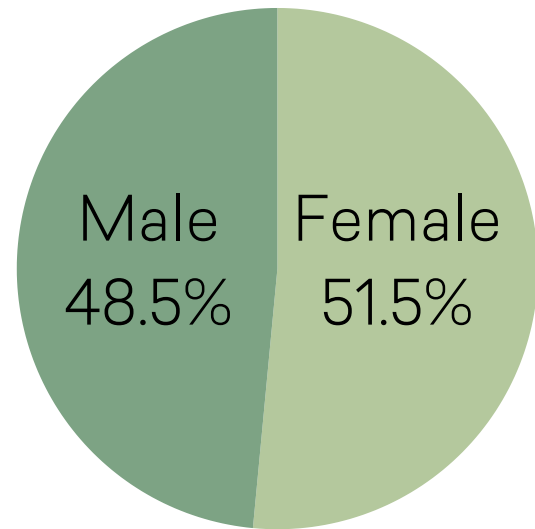
Digital Marketing in Bulgaria

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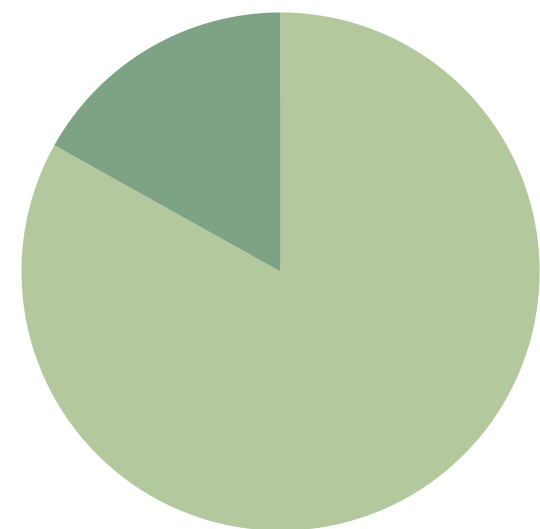


INTRODUCTION TO BULGARIA



- The total population of Bulgaria is 6.73 million as of January 2023
- Their population equates to 0.08% of the global population and it ranks 110th in the world for population
- The internet penetration rate is 83.1%
- Despite the small population, the Bulgarian economy has seen significant growth in 2022 and further growth in 2023. They are also looking to adopt the Euro.

Non Internet Users
16.9%



Internet Users
83.1%



REASONS YOU SHOULD CONSIDER MARKETING IN BULGARIA



Currently, Bulgaria is the 64th largest UK export market



The top goods and services exports are currently mechanical power generators, industry machinery, cars, travel services, telecommunications, computers & information services



Bulgaria is part of the Central and Eastern European (CEE) region, and with over 100 million consumers, it can act as a gateway country into the other markets in the regions



The CEE region is easily accessible from the UK and has widespread use of the English language, which gives it considerable potential for British businesses



It also borders large countries such as Turkey & Greece, so Bulgaria can act as a central base for even further expansion



It's a low-cost country for doing business in compared to the rest of the EU, including a low corporation tax of 10%

INTERNET USER BREAKDOWN

There were 5.59 million internet users
in Bulgaria in January 2023



Search Engines:



Google - 96.1%



Bing - 3.2%



Yahoo! - 0.2%



DuckDuckGo - 0.2%

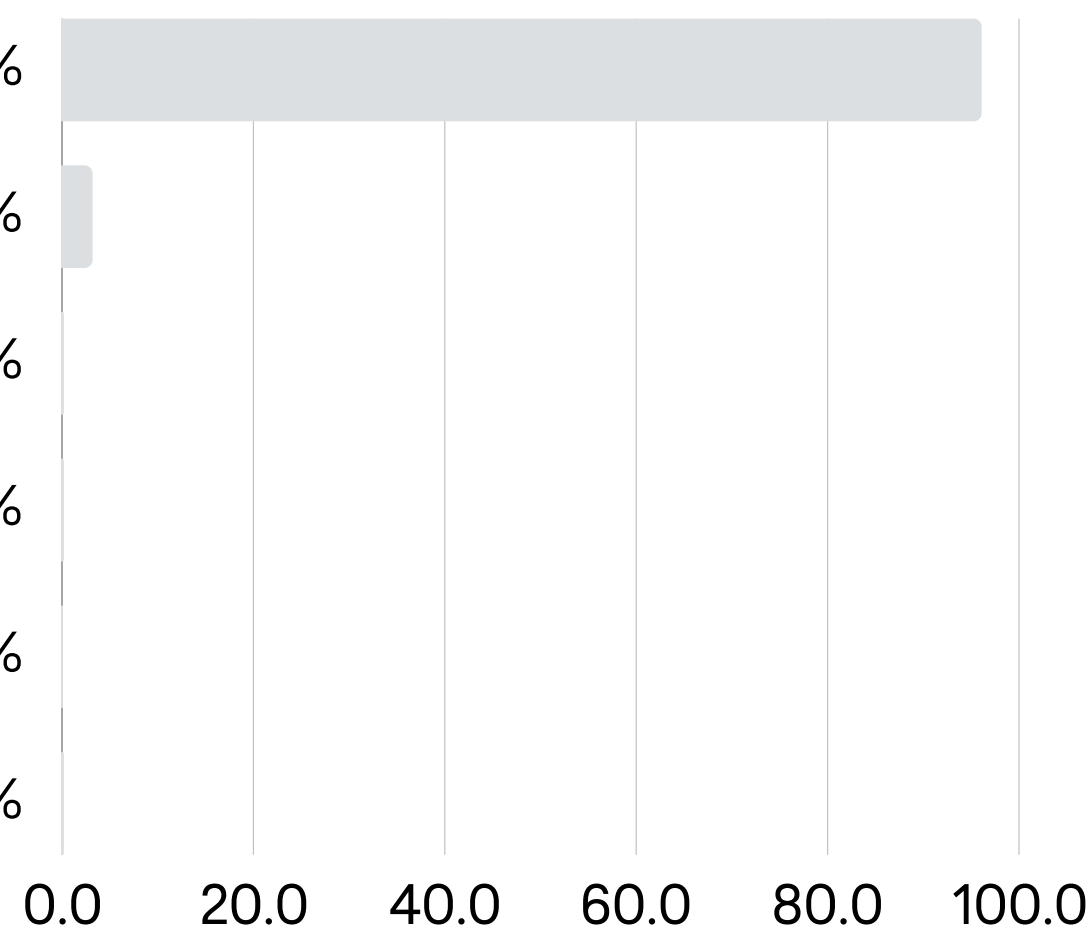


Yandex - 0.1%



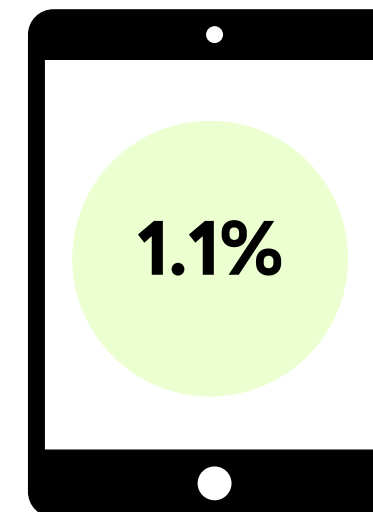
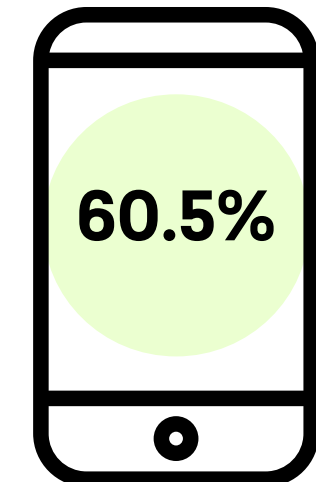
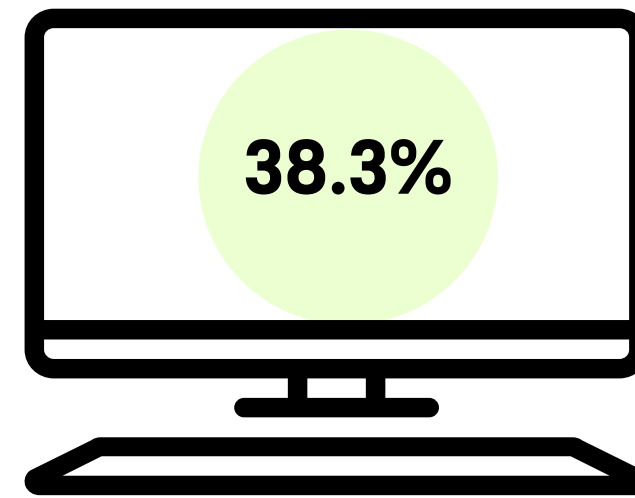
Other - 0.2%

Market Share Percentages



Serps Invaders

DEVICE SHARE



TYPICAL BULGARIAN USER

26% of Bulgarian internet users admit to making online purchases often

39% hear about a product for the first time in a digital environment

They consider social media a reliable source for information

They look online for information, researching brands or products, browsing forums and looking at product reviews

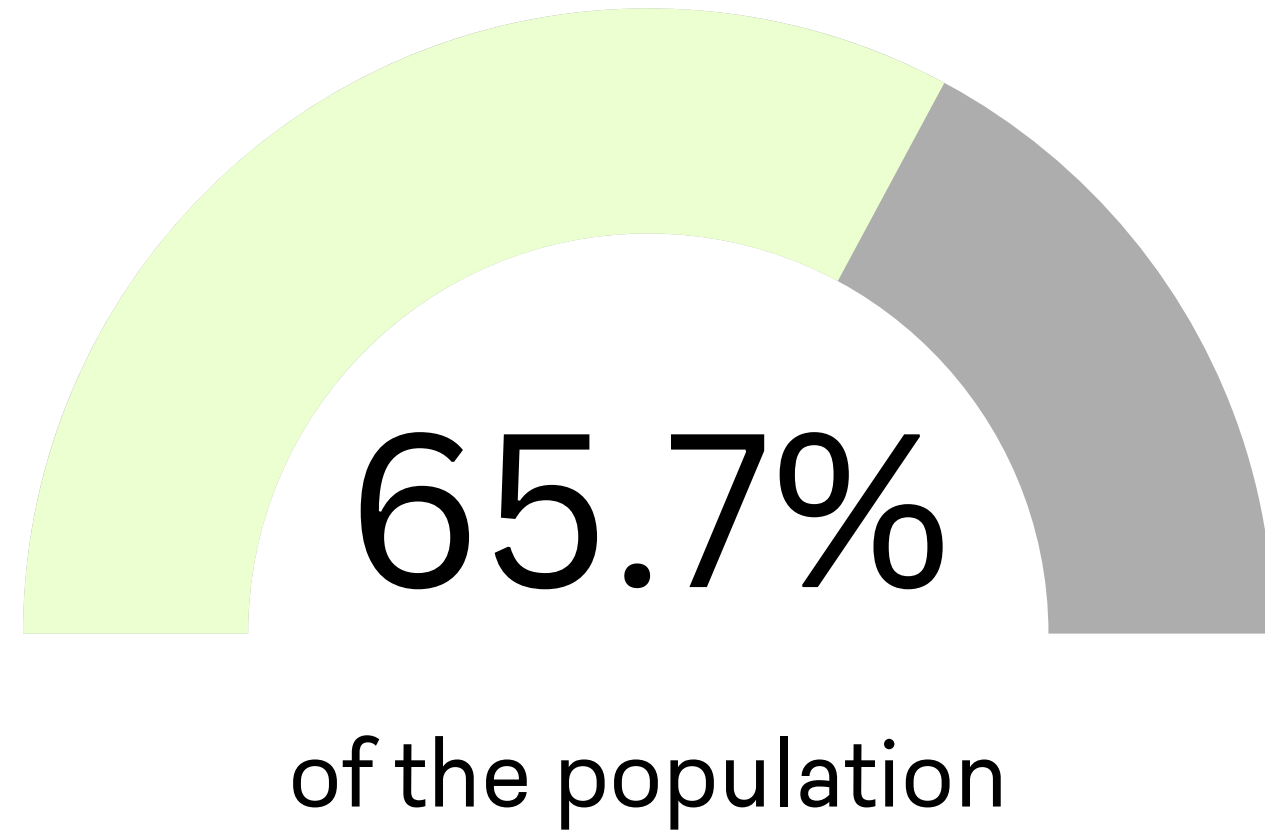
The largest segmentation of internet users in Bulgaria are known as leaders. Leaders are characterised by their constant & energetic participation in digital. They are highly curious about technology, intensely use the internet & social media and have a high dependence on it.

12.7% growth rate of online shopping expected between 2021 & 2025







More than half the population is expected to shop online by 2025

SOCIAL MEDIA USAGE

There are 4.42 million social media users
in Bulgaria



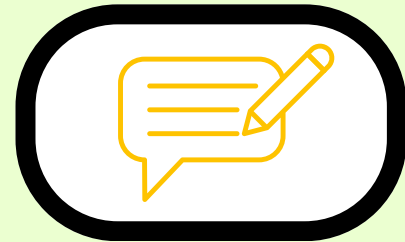
Platforms by no. of users

	4.42 million
	3.40 million
	2.80 million
	1.65 million
	1.10 million
	795,000
	526,000

POPULAR TYPES OF CONTENT



The large proportion of YouTube users also lends itself towards producing video content



Users are overwhelmingly searching on mobile. Mobile users are more often on the go and therefore compared to desktop users are looking for answers to questions



In Bulgaria, 85.2% of the population speaks Bulgarian as a mother tongue. It is also the official language of the state and the language of instruction



For this reason, your content needs to be localised in Bulgarian including sales materials and labels

KEY CALENDAR DATES IN BULGARIA

Here are some key calendar dates that you can make use of for digital marketing in Bulgaria, which is especially useful if you're creating a content strategy. Additionally, take a look at our marketing calendar for even more international dates and holidays.

The image displays four calendar cards, each with a different colored header (red or yellow) and a white body. Each card lists a date, a holiday name, and an accompanying illustration. The cards are arranged in a row from left to right.

- 1st March**
Baba Marta
- 3rd March**
Liberation Day
- 8th March**
Mother's day
- 1st May**
Labour Day
- 6th May**
Gergyovden
- 21st May**
St Constantine & Elena Day
- 24th May**
Bulgarian Education, Culture & Slavic Script Day
- 6th Sep**
Unification Day
- 22nd Sep**
Independence Day
- 1st Nov**
Day of the Bulgarian Enlighteners
- 26th Dec**
Father's Day

CONCLUSIONS

- Bulgaria's location within the CEE region, its low corporation tax and growing economy all make it a good target for international business expansion
- Its high internet penetration rate also makes it a good target for digital channels
- Internet users in Bulgaria are overwhelmingly searching on mobile devices, meaning that it is crucial that your website is mobile friendly including navigation, mobile check out etc.
- Unsurprisingly, Google remains the largest search engine so it is the best place to focus your SEO efforts
- While there is English proficiency in the country, localising your content into Bulgarian is necessary when developing a content strategy
- Video content is a popular format as highlighted from the high number of YouTube users



ADDITIONAL RESOURCES

- <https://www.trade.gov/country-commercial-guides/bulgaria-selling-factors-and-techniques>
- <https://www.parliament.bg/en/24>
- <https://www.timeanddate.com/holidays/bulgaria/2024>



THANK YOU FOR READING



Want to further discuss digital marketing in Bulgaria, or would like some help with internationalising your business?

Get in touch with us today!



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