

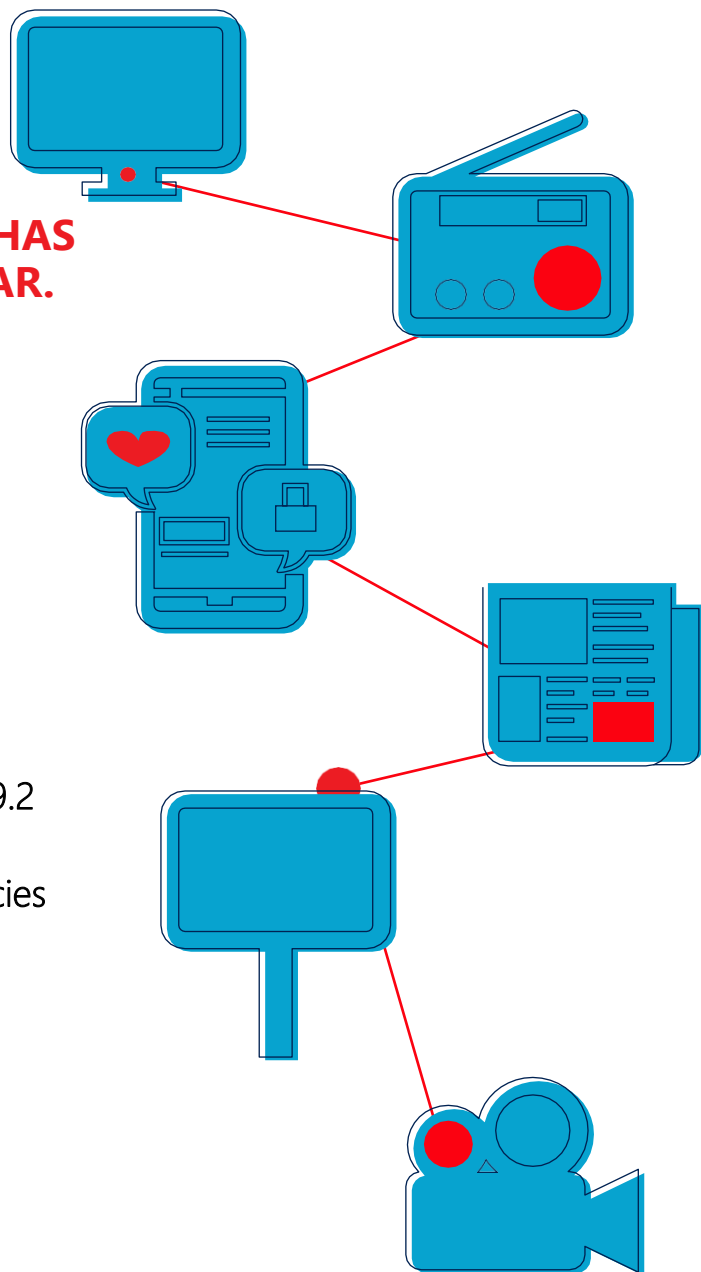
THE TREND FOR MARKET GROWTH HAS BEEN MAINTAINED IN THE PAST YEAR.

DIGITAL MEDIA HAS SEEN DOUBLE-DIGIT GROWTH.

THE MOST PREFERRED COMMUNICATION CHANNEL REMAINS TELEVISION.

Ad investments in 2022 reached up to BGN 569.2 million, according to the data provided by the Bulgarian Association of Communication Agencies (BACA).

The Bulgarian ad market recorded a 9.5% growth in 2022.















The Bulgarian Association of Communication Agencies (BACA) presents data and analysis of the ad market in Bulgaria in 2022, prepared by its Media Committee, as well as the annual prognosis for the ad investments in 2023, 2024 and 2025.

The data displays evaluation of the net investments in the basic media channels and excludes the expenses for creative projects and production of ad formats.

THE MARKET IN FIGURES

(*all values are in BGN millions)

		Market 2021*	Market 2022*	Growth 2022	Forecast market 2023*	Forecast growth 2023
TV		280.0	305.2	9%	320.5	5%
Digital media		167.0	187.0	12%	207.6	11%
OOH		43.0	46.0	7%	47.8	4%
Radio		20.3	21.9	8%	22.8	4%
Press		9.0	8.3	-8%	7.5	-10%
Cinema		0.5	0.8	60%	0.9	15%
Total		519.8	569.2	9.5%	607.1	6.6%
		Forecast market 2024*	Forecast growth 2024		Forecast market 2025*	Forecast growth 2025
TV		342.9	7%		366.9	7%
Digital media		230.5	11%		255.8	11%
OOH		49.8	4%		51.8	4%
Radio		23.7	4%		24.7	4%
Press		6.9	-7%		6.4	-7%
Cinema		1.0	10%		1.1	10%
Total		654.8	7.9%		706.7	7.9%

Media Inflation

TV

Digital media

OOH

Radio

Press

Cinema

Net Inflation 2022

13%

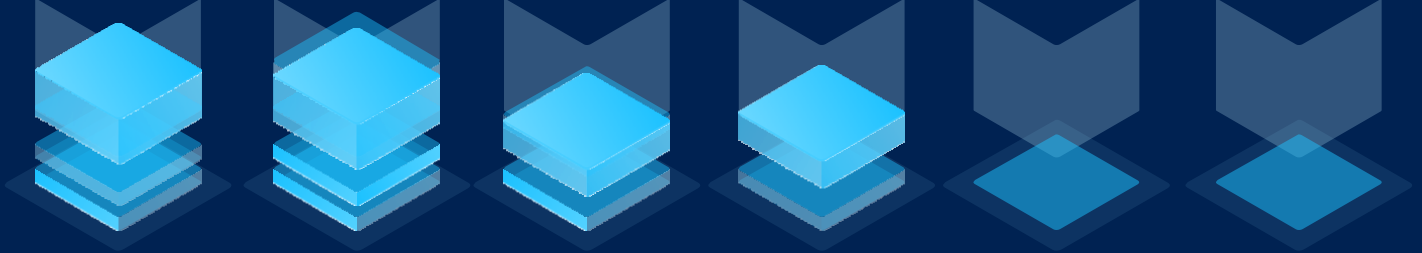
15%

6%

5%

0%

0%



Inflation Forecast 2023

14%

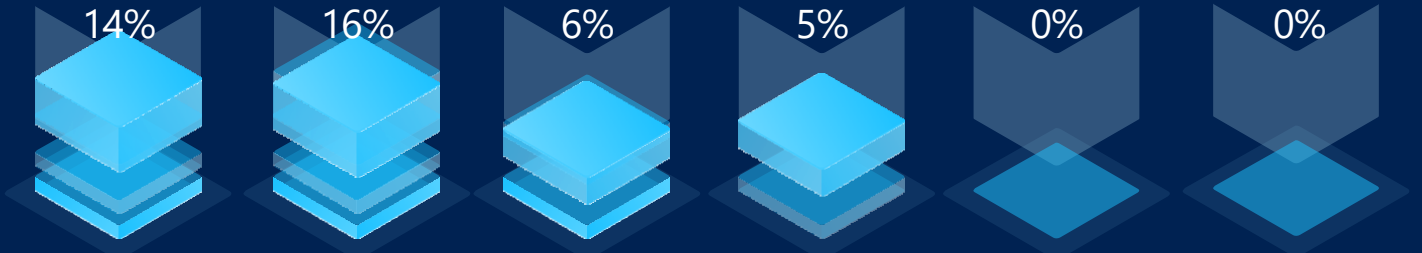
16%

6%

5%

0%

0%



Inflation Forecast 2024

12%

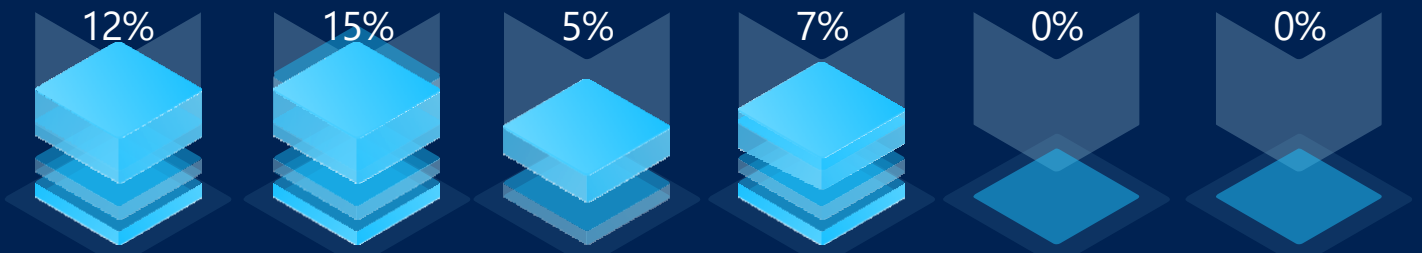
15%

5%

7%

0%

0%



Inflation Forecast 2025

11%

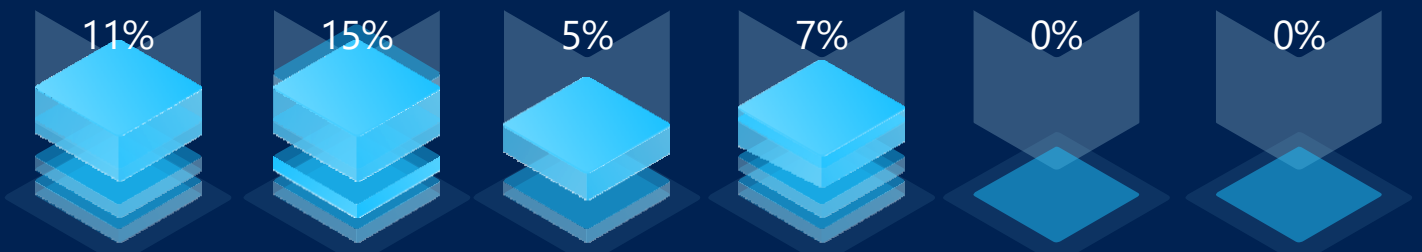
15%

5%

7%

0%

0%



ADVERTISING MARKET IN 2022

In 2022, the Bulgarian advertising market recovered quickly after the pandemic and in war conditions has grown by 9.5%, reaching BGN 569.2 million in net volume.

Television managed to attract BGN 305.2 million in net investments and is unconditionally a leading media with a 53.6% share and a 9% increase compared to the previous year.

Digital media is at second place based on the importance of attracted investments with a share of 32.9% and BGN 187 million net volume. For the second year in a row, a stable growth of 12% has been reported, which is due to the rise of e-commerce and digital transformation in all business sectors. This would not have been possible, if it was not for the Bulgarian media and its quick adaptation to the dynamically changing environment.

OOH grew by 7% and reached BGN 46 million in net volume.

The radio market remains stable – growing by 8% and reaching a volume of BGN 21.9 million.

The press is the only media that continues the trend of decline – there is a report of an 8% drop at BGN 8.3 million in net volume.

On the other hand, cinema advertising is recovering from the severe period of COVID restrictions, reaching a volume of BGN 0.8 million in net investments and a 60% growth compared to 2021.

The media inflation ranges between 0% and 15%. The highest inflation values can be seen in the two largest medias by volume – 15% for digital media and 13% for television. The main reason for this is the increased interest and limited supply. For radio, the inflation rate is 5%, and for OOH – 6%.

For press and cinema there is no reported inflation.

FORECAST FOR THE AD MARKET IN 2023

The high inflation at a global and domestic level, and the war in Ukraine, are the cause of macroeconomic uncertainty and blurred vision for 2023. Therefore, current expectations point to a slow growth rate of 6.6% or BGN 607.1 million net market volume.

Television remains the dominant media because of its fast and mass reach, with a 52.8% share of the total investment. TV ad prices continue to rise due to the demand by advertisers for ad time purchases, as well as TV channels investing more in local productions, new movies and series, and sports content. A 5% growth in investments and BGN 320.5 million in value is expected.


The digital advertising industry continues to evolve, as the digital transformation supports its growth. In 2023, digital media maintains the tendency of increasing its share in the overall mix. It is expected to reach 34.2%, with a volume of BGN 207.6 million.

OOH and radio maintain their shares, as it is expected both to reach 4% in net investment growth.

The press continues the trend of a decreasing share, and in 2023 there is a forecast for 10% drop and net investments of BGN 7.5 million.

Media inflation, fueled by the increasing demand and limited inventory, will remain in the double digits in the two largest media – 14% in TV and 16% in digital media. OOH is expected to end 2023 with a 6% media inflation, the radio – with a 5%, and press and cinema, for a consecutive year, with a 0%.





WHAT IS THE FORECAST FOR THE AD MARKET IN THE FOLLOWING TWO YEARS UNTIL 2025

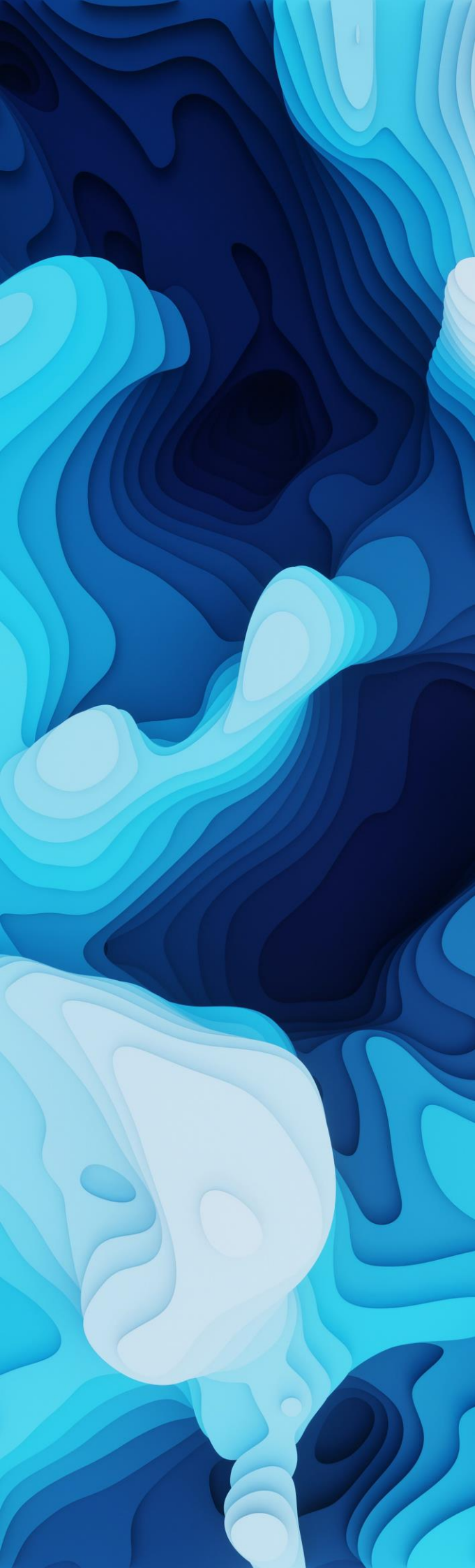
As for the next 2 years, the forecast is that the market will gradually grow, and in 2025 it will reach nearly BGN 706.7 million.

Television will continue to be the leader in the advertising mix with 7% throughout the two years, gradually losing its share, and in 2025 it will occupy a 51.9% share of net investments or nearly BGN 366.9 million.

The tendency of increasing the share of digital media in the total media mix continues and with an estimated growth of 11% in 2023 and 2024, it will reach 36.9% with a net value of BGN 286.5 million at the end of 2025.

Investments in OOH and radio are expected to grow by 5% in both years. As for the press, it will continue to lose share and will decline by 7% in 2024 and 2025.

At the end of 2025, it's expected the revenues from advertising in cinema to reach BGN 1.1 million.



The presented analysis on the Bulgarian ad market in the media, the media inflation and the forecasts are based on the expertise of the BACA's Media Committee members.

If you need additional information or more details about the forecast data and trends in specific channels, you can contact the BACA's Media Committee members.



Bulgarian Association of
Communications Agencies

Tanya Yordanova

office@baca.bg

+359 888 061 880

