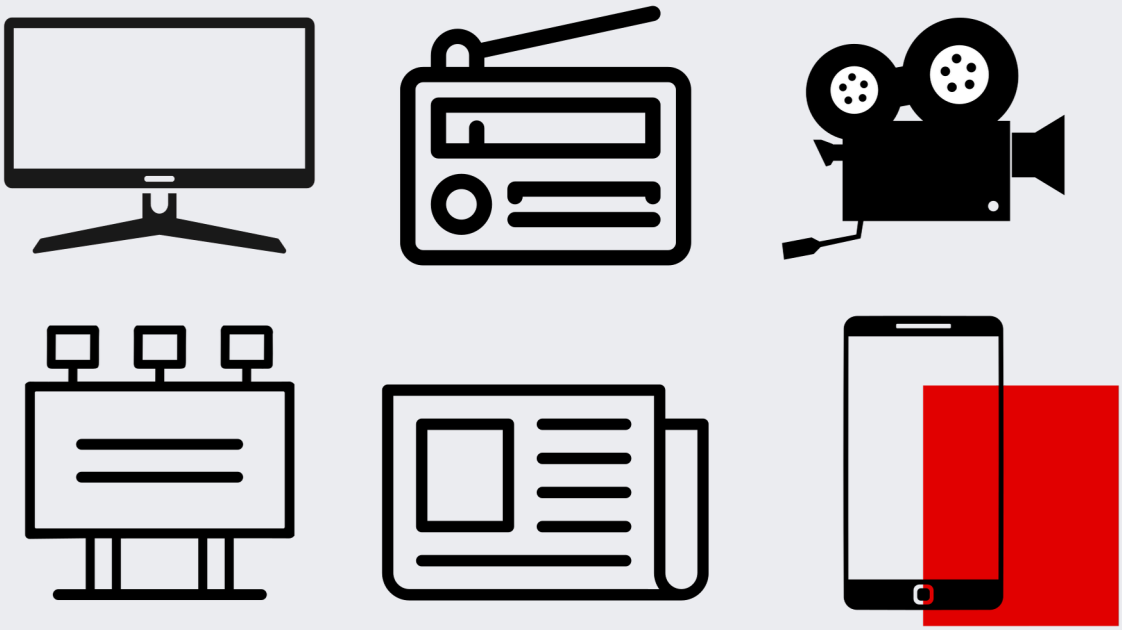
BULGARIAN ASSOCIATION OF COMMUNICATIONS AGENCIES

The Bulgarian Association of Communications Agencies (BACA) presents data and analysis of the ad market in Bulgaria in 2025, prepared by its Media Committee, as well as the annual prognosis for 2026, 2027 and 2028.

The data displays evaluation of the 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 mln. EUR)

	Market 2024*	Market 2025*	Growth 2025
TV	175,3	189,4	8%
Digital media	122,1	138,0	13%
OOH	25,4	27,7	9%
Radio	12,4	13,0	5%
Press	3,4	3,2	-7%
Cinema	0,6	0,7	15%
Total	339,3	371,9	9,6%

	Forecast Market 2026*	Forecast Growth 2026	Forecast Market 2027	Forecast Growth 2027	Forecast Market 2028	Forecast Growth 2028
TV	200,7	6%	212,8	6%	225,5	6%
Digital media	153,1	11%	170,0	11%	188,7	11%
OOH	29,7	7%	31,8	7%	34,0	7%
Radio	13,6	5%	14,3	5%	15,0	5%
Press	3,0	-7%	2,8	-7%	2,6	-7%
Cinema	0,8	12%	0,9	12%	1,0	12%
Total	401,0	7,9%	432,5	7,9%	466,8	7,9%

MEDIA INFLATION

	TV	Digital Media	OOH	Radio	Press	Cinema
Media Inflation	2025					
	23%	15%	9%	7%	3%	3%
Media Inflation Forecast	2026					
	20%	15%	10%	8%	5%	5%
Media Inflation Forecast	2027					
	19%	15%	11%	8%	5%	5%
Media Inflation Forecast	2028					
	18%	15%	12%	8%	5%	5%

The data presented on the Bulgarian advertising market, media inflation, and forecasts are based on an expert assessment by BACA's Media Committee.

If you require any additional information or further details regarding the forecasts and trends across specific media channels, please contact BACA's Media Committee.

Bulgarian Association of Communications Agencies

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