

Bulgaria Residential Market: Buyer Briefing

What the latest official figures say, and what a buyer should investigate next

Market evidence available through 2026 Q2, with series-specific latest periods

The national market is still recording strong price growth, but fewer transactions are taking place. This briefing brings the principal indicators together, compares the six published city markets and turns the results into a practical starting point for further research.

HOUSE PRICES +15.5% 2026 Q2	TRANSACTION COUNT -18.1% 2026 Q2	TRANSACTION VALUE -5.8% 2026 Q2	HOUSING CREDIT +25.2% Aug 2026
NEW-LOAN RATE 2.42% Aug 2026	PERMITTED DWELLINGS +14.0% 2026 Q2	CONSTRUCTION COSTS +9.6% 2026 Q2	LOAN STOCK EUR 19.33bn Aug 2026

VERSION	AUTHOR	PUBLICATION
1.1	Mathew Kirk	10 October 2026

Market screening, not a valuation, forecast or property recommendation.

EXECUTIVE READING

A resilient price signal sits alongside weaker market participation

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1. Prices and transactions are diverging

National house prices rose +15.5% year on year in 2026 Q2, while transaction count fell 18.1%. Aggregate transaction value fell 5.8%, substantially less than transaction volume.

2. The completed transaction mix may have shifted

The difference between aggregate value and count implies a 15.0% increase in value per completed transaction. That is consistent with more expensive completed deals and/or a higher-value mix. It is not an observed average sale-price series.

3. Credit remains an important support

Housing credit expanded +25.2% year on year in Aug 2026. The latest new-housing-loan rate was 2.42%, while outstanding housing-loan stock reached EUR 19.33 billion.

4. Supply is expanding into continued cost pressure

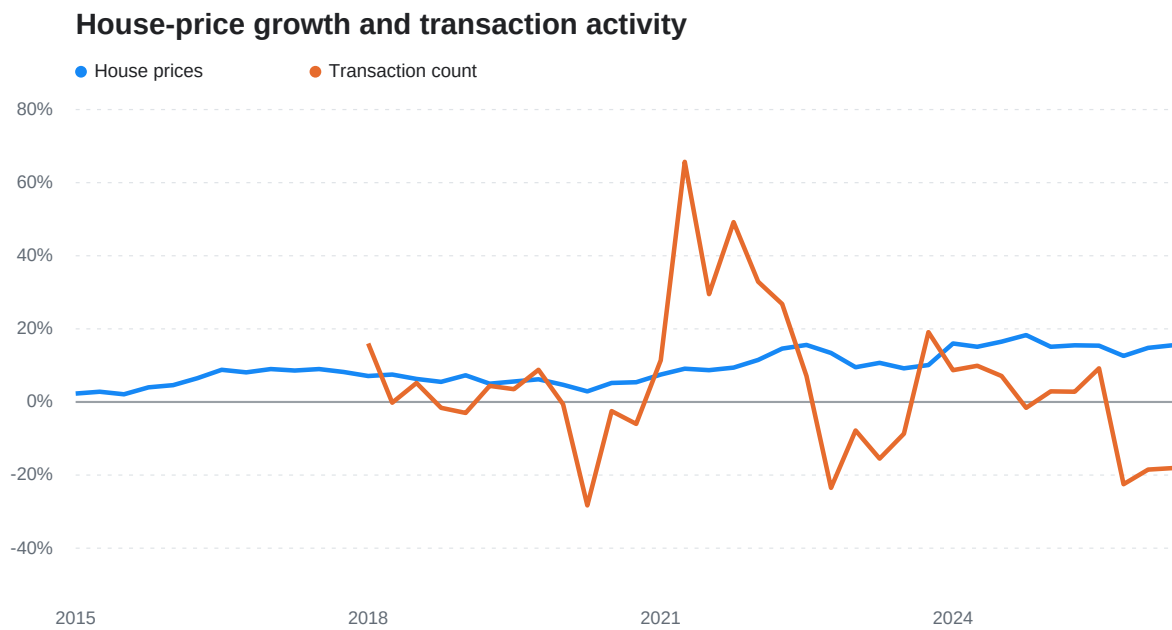
Permitted dwellings increased +14.0% in 2026 Q2, while construction costs increased +9.6%. A larger pipeline does not guarantee rapid delivery: permits, starts and completions are separate market stages rather than tracked cohorts.

WORKING INTERPRETATION

Bulgaria's headline price momentum remains strong, but fewer transactions mean that current market breadth deserves scrutiny. A buyer should test city and property-level evidence rather than treating the national increase as proof that every location or listing is moving similarly.

PRICES AND TRANSACTIONS

The same headline market can contain opposing signals



Annual movement in Bulgaria's HPI and transaction count. The series come from Eurostat and NSI respectively and are shown together to compare direction, not to imply causation.

OBSERVED	DERIVED	NOT ESTABLISHED
HPI increased 15.5%; transaction count declined 18.1%; aggregate transaction value declined 5.8%.	Aggregate value per completed transaction increased by an implied 15.0%.	The data does not prove that the average Bulgarian property became 15.0% more expensive.

What to test next

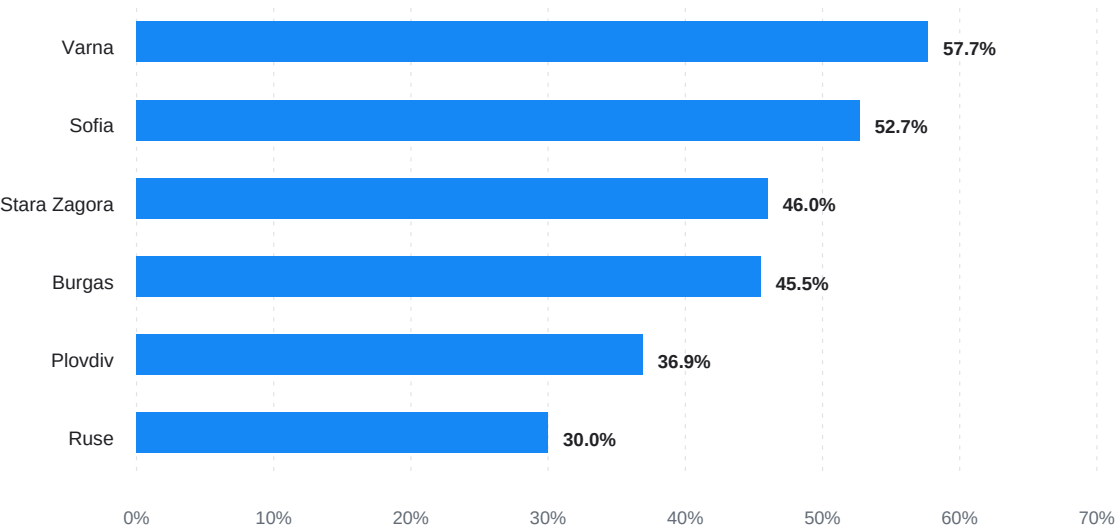
☐ City-level transaction pattern	☐ New-build versus resale segment
☐ Comparable asking prices	☐ Time on market and negotiation evidence
☐ Property condition and completion stage	☐ Whether the chosen market is unusually seasonal

CITY SCREENING

Major-city performance has diverged

Varna recorded the strongest cumulative three-year HPI movement in the current six-city comparison. Stara Zagora led annual growth, while Plovdiv showed the most resilient recent transaction-count signal. Ruse recorded the weakest total-dwelling HPI result and has a known gap in its new-dwelling series.

Three-year House Price Index growth by city



Cumulative HPI movement for total dwellings to 2026 Q2. Source: NSI.

City	HPI YoY	3-year HPI	Count YoY	Value YoY
Stara Zagora	+15.7%	+46.0%	-15.0%	+8.9%
Varna	+14.3%	+57.7%	-21.9%	-16.8%
Sofia	+13.2%	+52.7%	-21.3%	-13.0%
Plovdiv	+11.3%	+36.9%	-3.3%	+4.1%
Burgas	+9.1%	+45.5%	-24.7%	-11.2%
Ruse	-0.8%	+30.0%	-7.7%	+16.4%

HPI measures price movement, not price level or EUR/m2. The city series do not identify neighbourhood, development or property quality.

WORKED MARKET EXAMPLE

Varna: strong cumulative growth does not remove the need for local evidence

HPI YOY	3-YEAR HPI	COUNT YOY	VALUE YOY
+14.3%	+57.7%	-21.9%	-16.8%

What the official evidence suggests

Varna's three-year HPI increase was the strongest of the six published cities. Annual HPI growth remained positive but was 1.1 percentage points below Bulgaria in 2026 Q2. Transaction volume weakened more sharply than the national total, while aggregate value again held up slightly better than count.

What it does not answer

The official data cannot identify which Varna neighbourhoods drove the movement, what a particular budget buys, whether a listing is fairly priced, expected rental yield, development quality or legal and technical risk.

MARKET EVIDENCE	LOCAL EVIDENCE	PROPERTY EVIDENCE
Price direction, transaction activity, credit and supply context	Neighbourhood demand, access, seasonality, infrastructure and planned development	Comparable prices, title, building condition, developer record and running costs

Questions a prospective buyer should carry forward

☐ Which neighbourhoods fit the intended use?	☐ What evidence supports the asking price?
☐ How seasonal is local demand?	☐ What is the developer's delivery record?
☐ What building-management costs apply?	☐ Which claims require independent verification?
☐ What could make resale difficult?	☐ Which legal and technical checks remain?

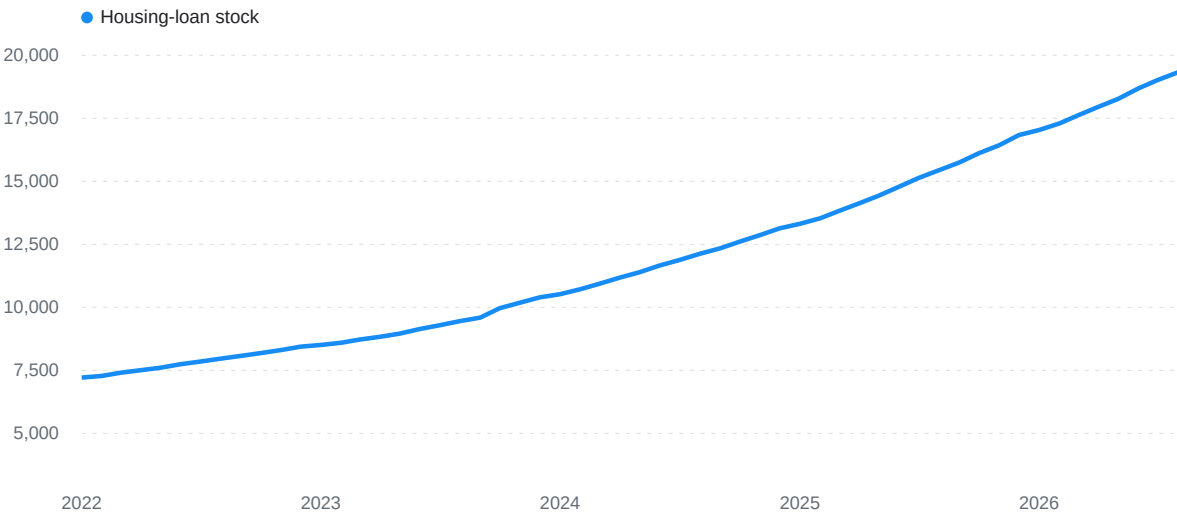
[Read the full Varna market profile online](#)

CREDIT, SUPPLY AND COSTS

Demand support and development pressure should be read together

CREDIT	PIPELINE	COST PRESSURE
Housing credit +25.2% YoY; new-loan rate 2.42%; loan stock EUR 19.33bn.	Permitted dwellings +14.0% YoY in 2026 Q2.	Construction costs +9.6% YoY in 2026 Q2.

Outstanding Bulgarian housing-loan stock



Outstanding housing credit has continued to rise. This is an aggregate stock rather than the value of new lending in a particular month. Source: ECB.

How to interpret the combination

Rapid credit expansion can support purchasing power and prices. A growing development pipeline may add future supply, but rising costs can constrain margins, alter specifications, raise required selling prices or delay delivery. None of these national indicators establishes the outlook for an individual development.

Buyer checks

☐ Finance sensitivity to rate changes	☐ Developer funding and delivery record
☐ Permit and construction stage	☐ Completion and handover assumptions
☐ Specification and potential cost changes	☐ Supply competing in the same local segment

BUYER SHORTLIST WORKSHEET

Turn the market screen into a defined investigation

Use this page before contacting agents or comparing individual properties. A clear objective makes both the data and professional advice more useful.

Decision and constraints

Primary purpose	_____
Target budget and currency	_____
Expected timeframe	_____
Likely holding period	_____
Acceptable management burden	_____

Candidate markets

Market	Why it is on the shortlist	Evidence still required
_____	_____	_____
_____	_____	_____
_____	_____	_____

Evidence checklist

☐ Official market direction	☐ Recent local asking-price evidence
☐ Comparable properties	☐ Rental or occupancy evidence
☐ Legal and title review	☐ Independent technical inspection
☐ Tax and ownership advice	☐ Financing confirmation
☐ Ongoing costs	☐ Exit and resale considerations

What would change the decision?

METHOD, LIMITS AND NEXT STEP

A transparent evidence base, followed by the right local questions

How the evidence is produced

Official releases are acquired through reproducible Python ingestion, retained with source lineage, transformed through Raw, Staging, Silver and Gold SQL layers, validated and then published as curated indicators and charts. Missing or confidential observations are not silently converted to zero.

Principal sources

SOURCE	EVIDENCE USED
Bulgarian National Statistical Institute	House Price Index, housing transactions, building permits, starts and completions, construction costs and regional earnings
European Central Bank	New Bulgarian housing-loan interest rate and outstanding housing-loan stock
Eurostat	Harmonised Bulgaria and EU house-price comparison

Key limitations

HPI measures movement rather than average price or EUR/m2. Official city coverage is limited to six cities. Asking prices, neighbourhood conditions, rental outcomes and individual property quality are outside the official HPI evidence. Latest observations may be preliminary. Derived value per transaction is not an observed property-price series.

BUYER MARKET ORIENTATION

A 50-minute online consultation prepared around your objectives, with interpretation of the relevant market evidence and a concise written summary of the comparison, uncertainties and next questions. Introductory fee: GBP 95. Suitability is confirmed before payment.

[Request an orientation online](#)

Independence and scope

Bulgarian Market Intelligence provides independent market research and buyer orientation. It is not an estate agency and does not provide regulated investment, legal, tax, mortgage, surveying or valuation advice. Any commercial referral relationship should be disclosed before an introduction is accepted.

[Market snapshot](#) [City comparison](#) [Full methodology](#) [Enquire](#)

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