



Barometer of mobile Internet connections in Bulgaria

01/01/2025 - 12/31/2025



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**nPerf Network
assessment**

Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.



300k+ tests daily
worldwide.



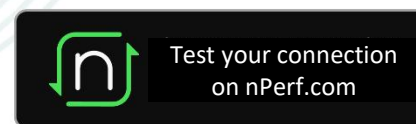
26Md+ coverage
scans in total.



3k+ servers all
around the world.

Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



2. Executive Summary



The subscribers of A1 enjoyed the best Mobile Internet performances in 2025 in Bulgaria.

Mobile Internet performance in Bulgaria

	A1	Vivacom	Yettel
▼ Download bitrates (Mb/s)	187.43	136.81	150.56
▲ Upload bitrates (Mb/s)	24.53	22.68	22.69
◀▶ Latency (ms)	29.16	40.31	37.38
🌐 Web browsing (%)	75.31	71.24	77.89
📺 Youtube streaming (%)	78.90	76.63	80.07
📶 nPerf Score (nPoints)	103 596	90 729	99 192

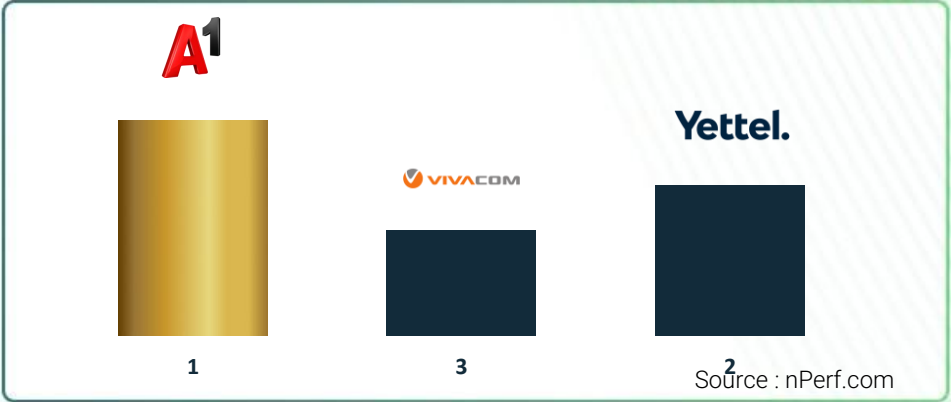
Source : nPerf.com



Best Mobile Internet performance
in 2025



Source : nPerf.com



The subscribers of A1 enjoyed the best 5G Internet in 2025 in Bulgaria.

Mobile Internet performance in Bulgaria

	A1	Vivacom	Yettel
 Download bitrates (Mb/s)	361.22	210.08	230.95
 Upload bitrates (Mb/s)	42.26	35.31	33.21
 Latency (ms)	22.72	37.21	34.89
 Web browsing (%)	79.86	75.46	79.81
 Youtube streaming (%)	79.85	78.36	79.24
 nPerf Score (nPoints)	122 781	103 365	108 623

Source : nPerf.com

The Bulgarian mobile Internet sector achieves an average score of 97,839 nPoints. A1 leads with 103,596 nPoints and dominates Download speed, Upload speed, and Latency. The sector shows strong competition between the top two operators, with Yettel demonstrating solid momentum.

A1: consolidated leadership position

A1 leads with 103,596 nPoints and dominates three indicators. The operator achieves the best Download speed at 187.4 Mbps, ideal for HD streaming, and leads Upload speed with 24.5 Mbps, ensuring quality video conferences. With the lowest Latency at 29.2 ms, A1 guarantees optimal performance for online gaming and real-time communications. The operator shares first place ex-aequo in Video streaming (78.9%).

Yettel: competitive performances

Yettel ranks second with 99,192 nPoints and records a progression of +1.1%. The operator achieves strong performances in Download speed (150.6 Mbps, 2nd place) and Upload speed (22.7 Mbps, 2nd place). Yettel leads in Browsing with 77.9% and shares first place ex-aequo in Video streaming (80.1%), delivering fluid viewing experiences.

Vivacom: solid positioning

Vivacom ranks third with 90,729 nPoints and displays competitive Download speed at 136.8 Mbps. The operator achieves 22.7 Mbps in Upload speed (3rd place), supporting quality content sharing.

A1 strengthens its leadership with balanced performances across all indicators. The sector displays healthy competition with Yettel showing positive momentum. Bulgarian users benefit from high-quality mobile Internet services, particularly for streaming and video communications.

4. Methodology



nPerf provides a free application to assess Internet connection quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

We assess:

▼ Download bitrate

Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.

▲ Upload bitrate

Indicates the amount of data your connection can send in one second to the nPerf server. The highest the measured value, the best is the bitrate of your connection.

◄► Latency (ping)

It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The mean is the minimum value.

🌐 Browsing performance

The browsing test assesses the load time of the fully loaded pages, including images, javascript, CSS, and fonts, for the five most popular sites. This indicator reflects the perceived quality by the user.

📺 Streaming performance

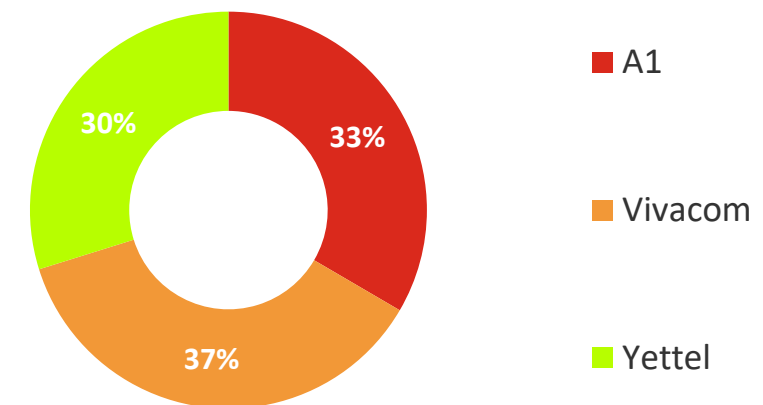
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the perceived quality by the user.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 1.5% precision for absolute values and 1% point for percentage-based results, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

Overall distribution of the tests per provider (ISPs Share)



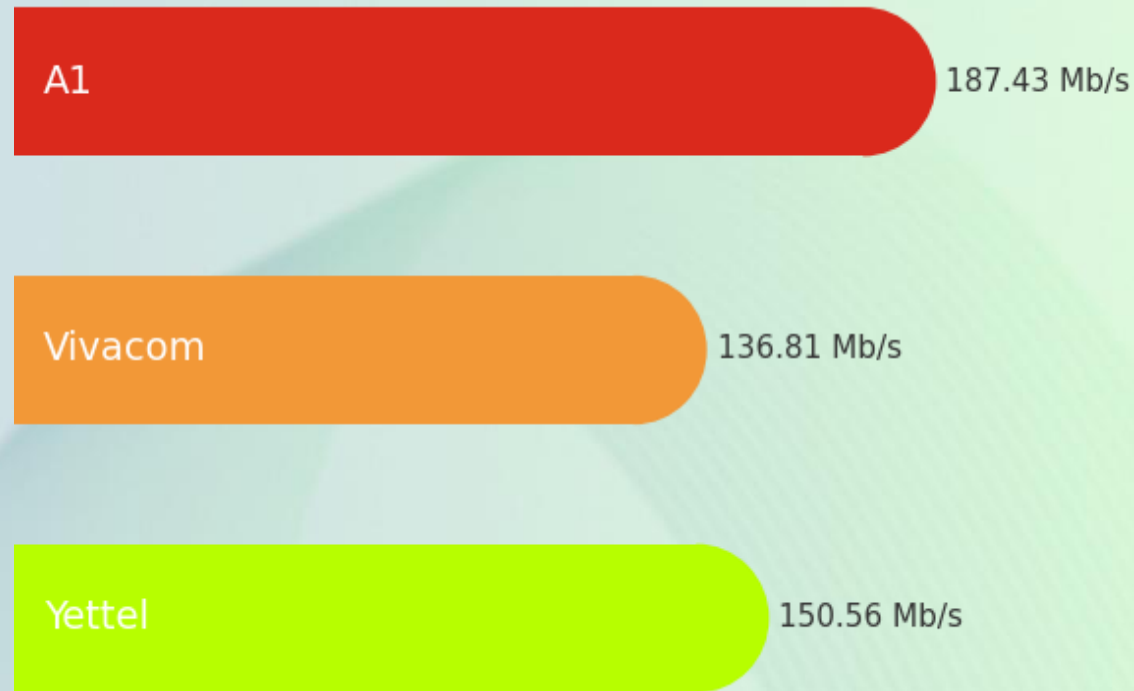
Source : nPerf.com



Download Speed



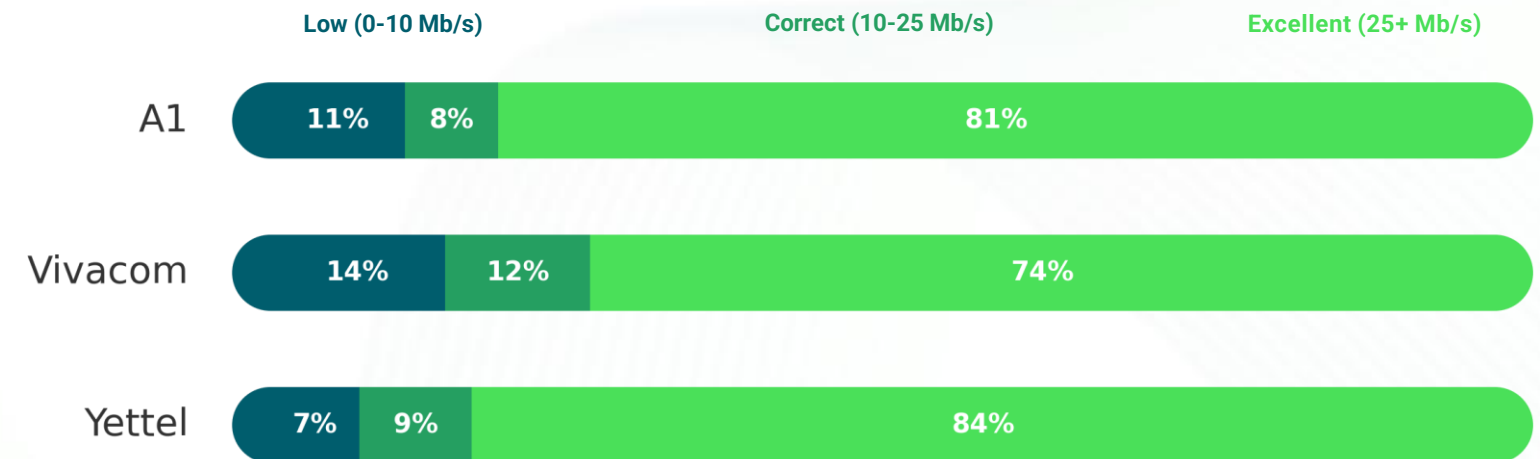
Download Speed (average)



Source : nPerf.com

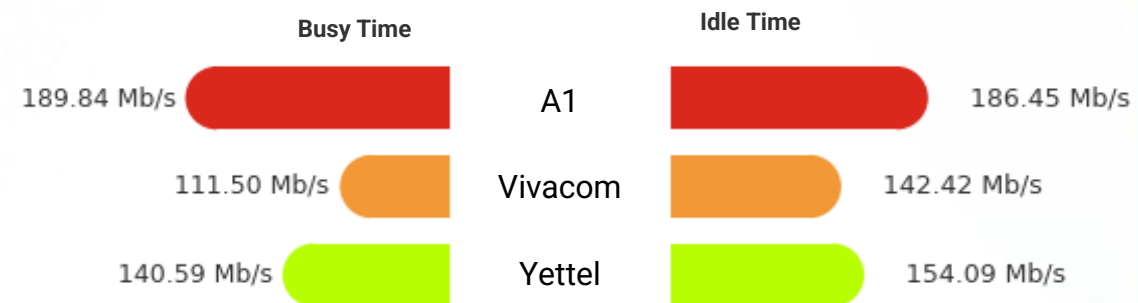
The subscribers of A1 enjoyed the best Mobile Internet Download Speed in 2025.

Download Speed results ventilation (average)



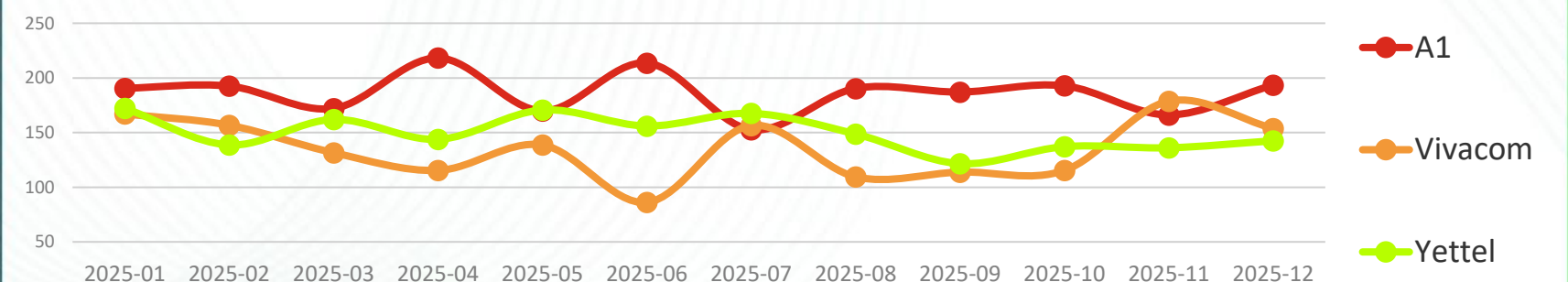
Source : nPerf.com

Download Speed (average)



Source : nPerf.com

Download Speed evolution over the year (average)



Source : nPerf.com



Upload Speed



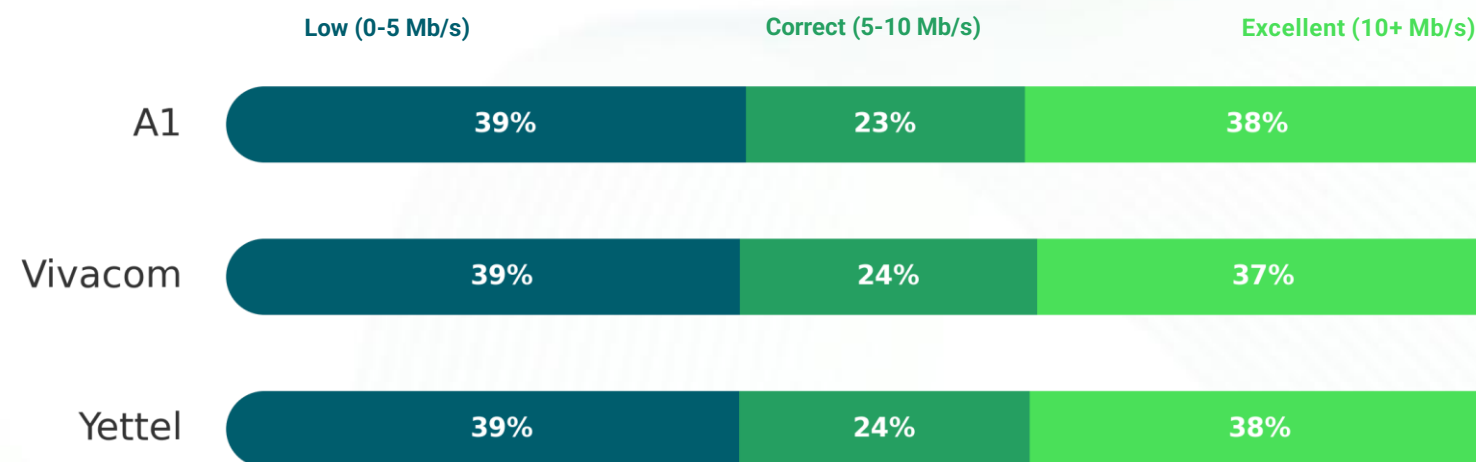
Upload Speed (average)



Source : nPerf.com

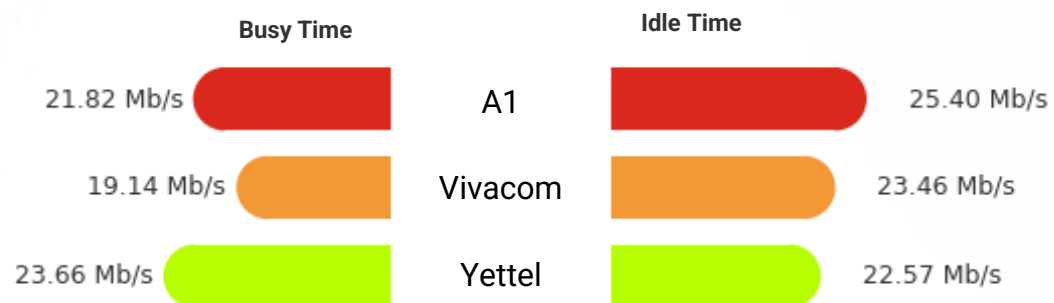
The subscribers of A1 enjoyed the best Mobile Internet Upload Speed in 2025.

Upload Speed results ventilation (average)



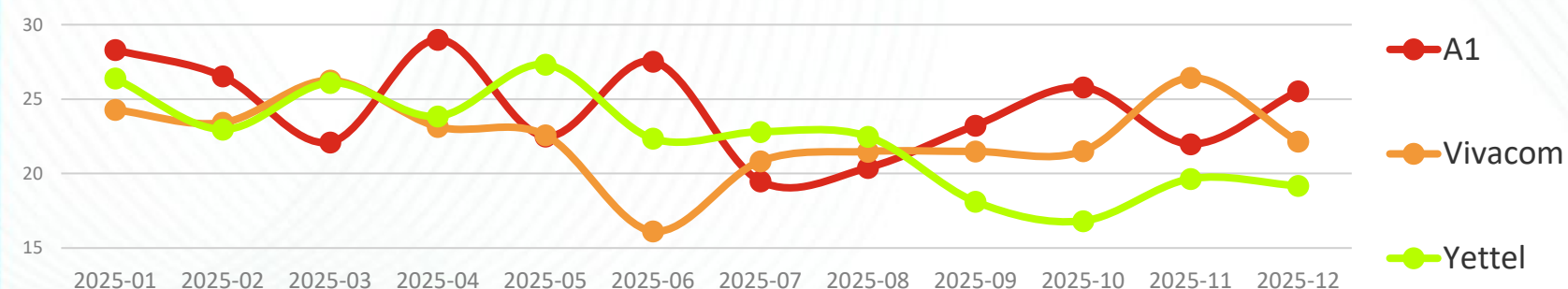
Source : nPerf.com

Upload Speed (average)



Source : nPerf.com

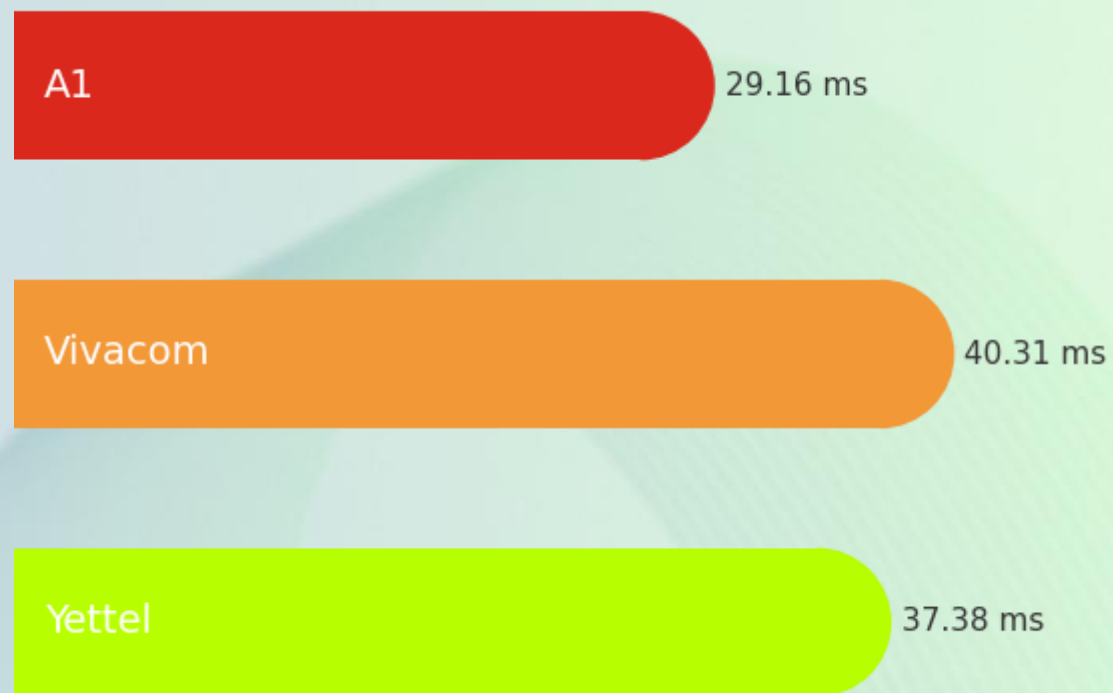
Upload Speed evolution over the year (average)



Source : nPerf.com



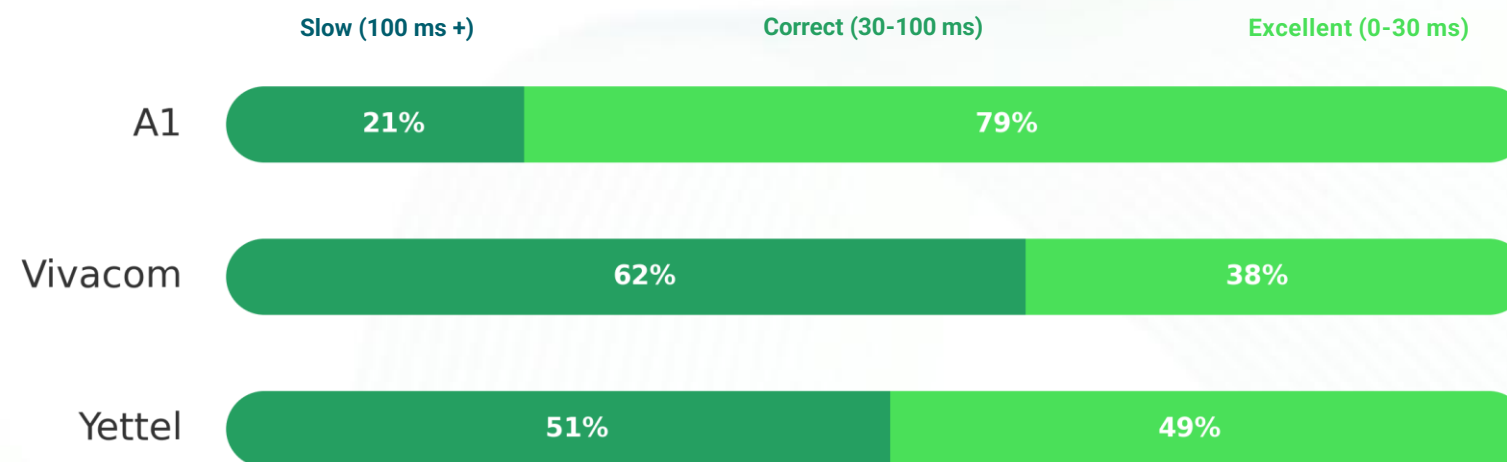
Latency (average)



Source : nPerf.com

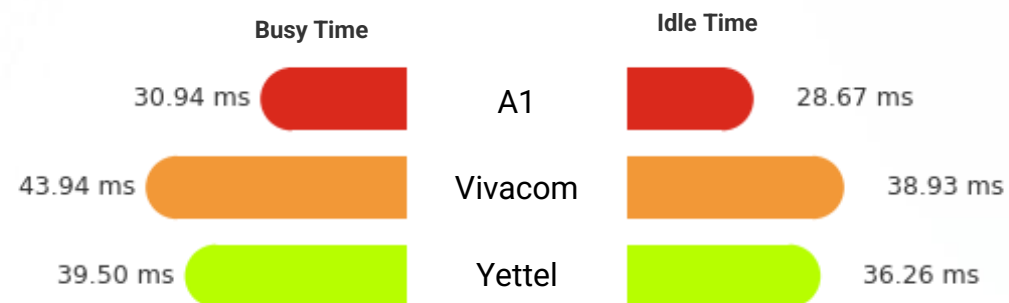
The subscribers of A1 enjoyed the best Mobile Internet Latency in 2025.

Latency results ventilation (average)



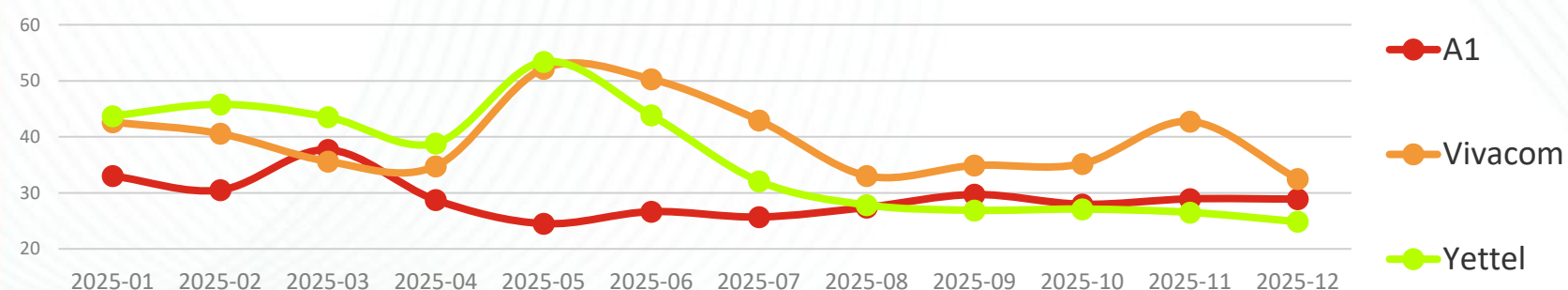
Source : nPerf.com

Latency (average)



Source : nPerf.com

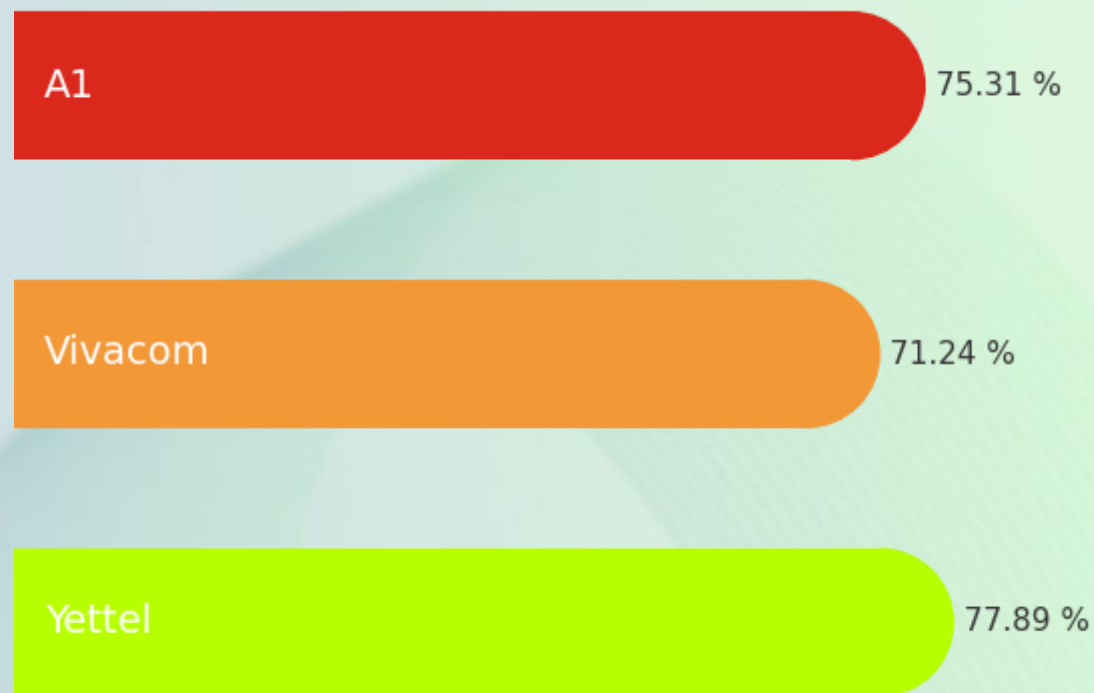
Latency evolution over the year (average)



Source : nPerf.com



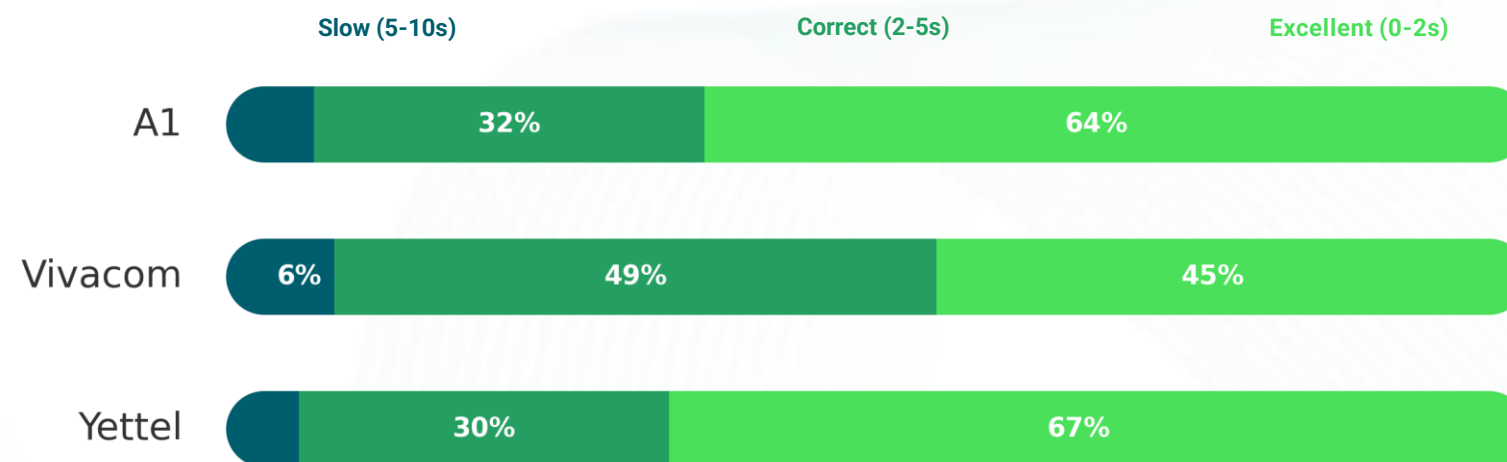
Browsing Performance (average)



Source : nPerf.com

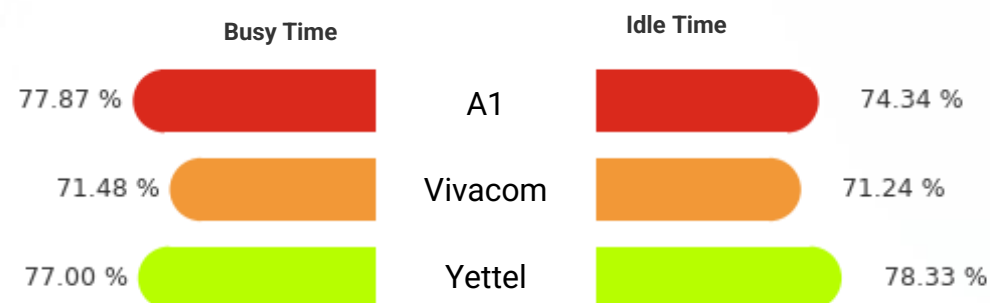
The subscribers of Yettel enjoyed the best Mobile Internet Browsing Performance in 2025.

Browsing Performance results ventilation (average)



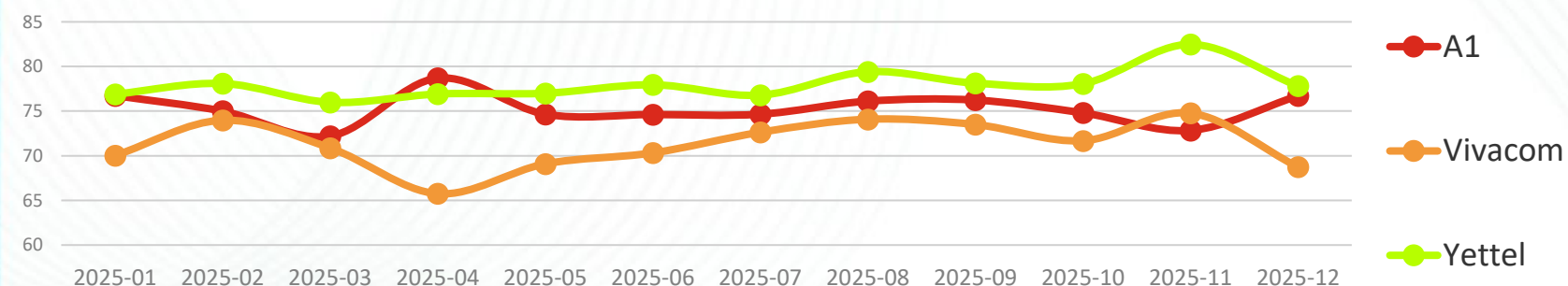
Source : nPerf.com

Browsing Performance (average)



Source : nPerf.com

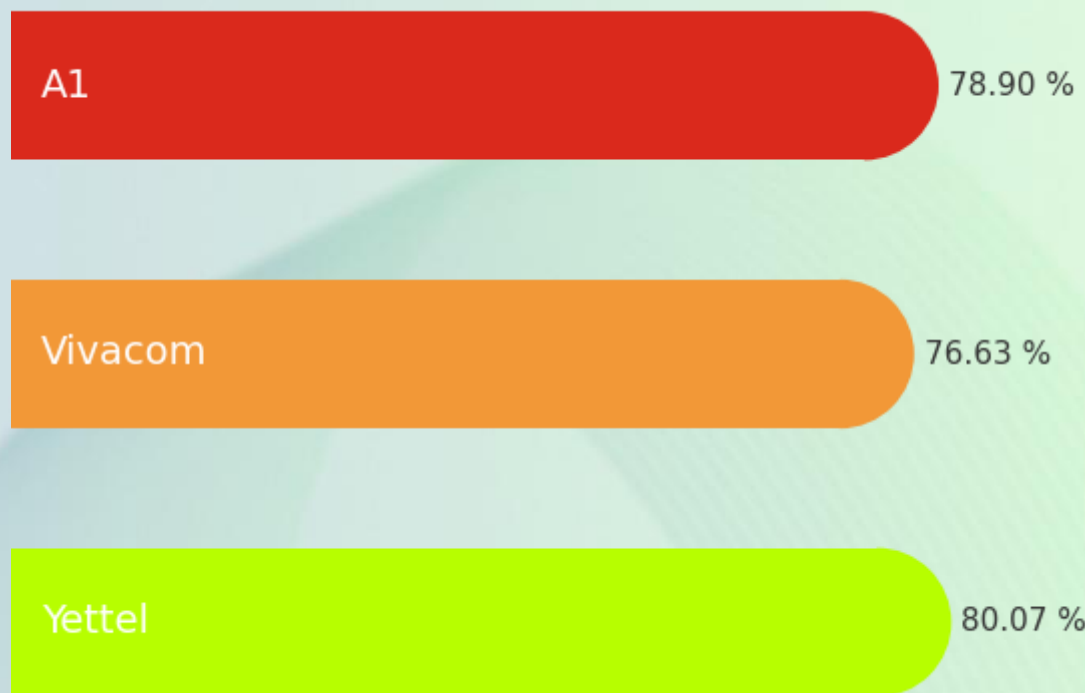
Browsing Performance evolution over the year (average)



Source : nPerf.com



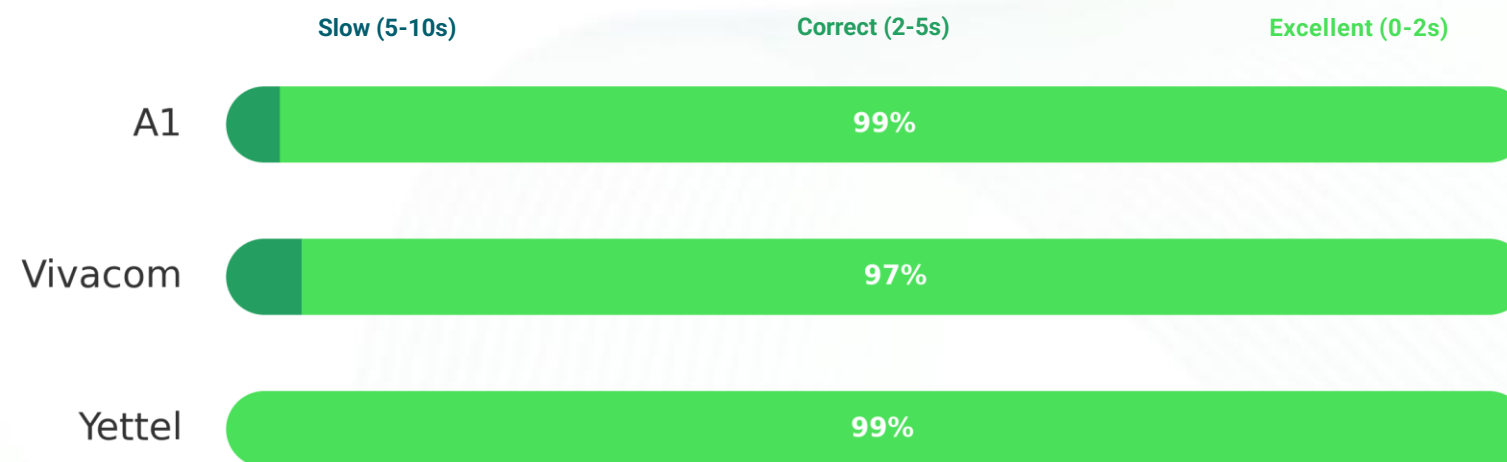
Streaming Performance (average)



Source : nPerf.com

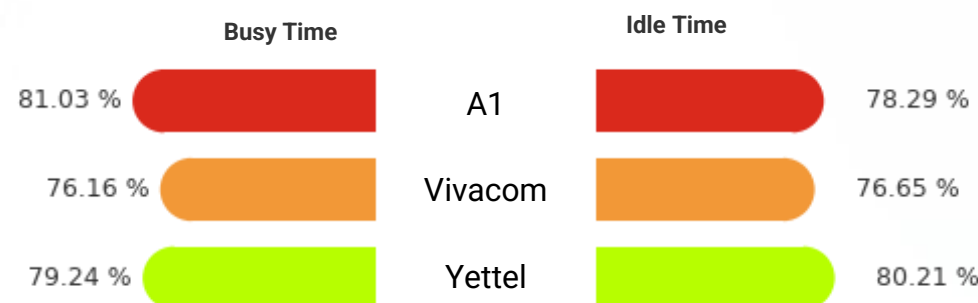
The subscribers of A1 and Yettel enjoyed the best Mobile Internet Streaming Performance in 2025.

Streaming Performance results ventilation (average)



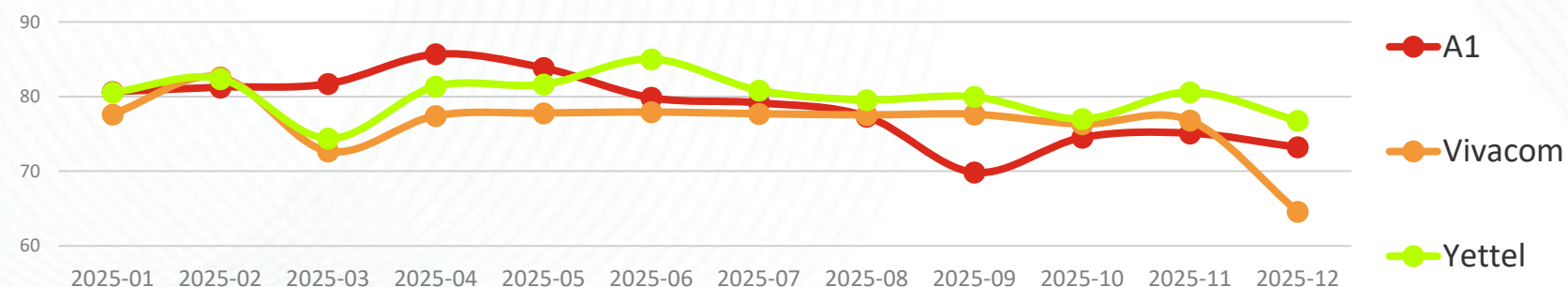
Source : nPerf.com

Streaming Performance (average)



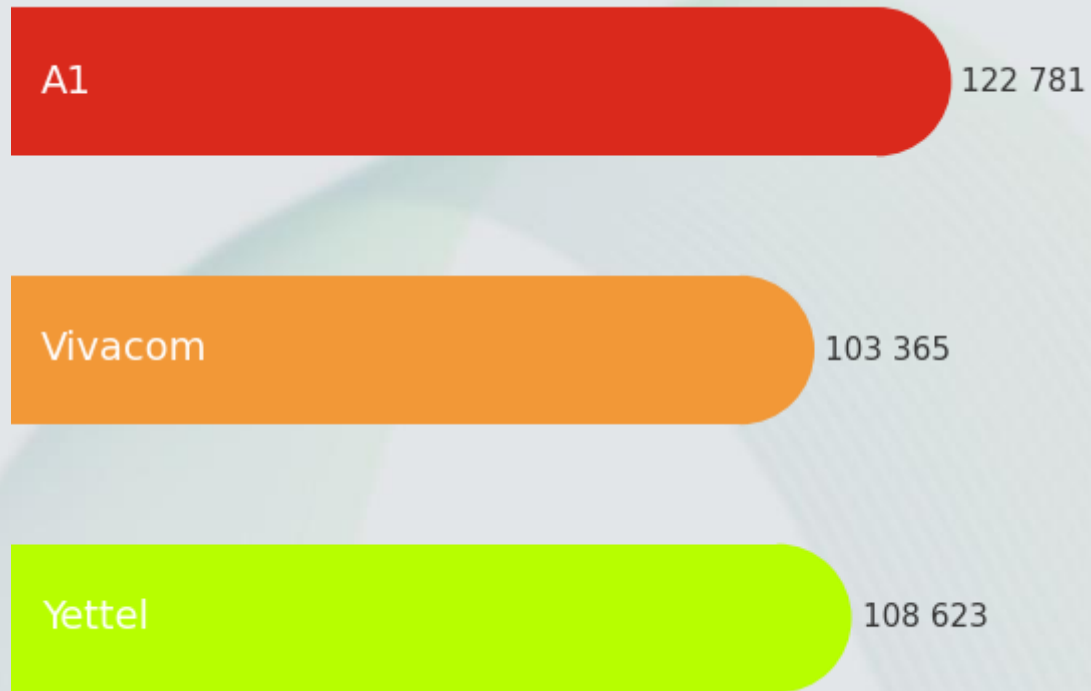
Source : nPerf.com

Streaming Performance evolution over the year (average)



Source : nPerf.com

nPerf QoE nPerf Score (nPoints)



Source : nPerf.com

The subscribers of A1 enjoyed the best 5G Internet in 2025.

Best performances 5G: A1

Fastest performances (Download Speed) 5G: A1

Fastest performances (Upload Speed) 5G: A1

5G connections with the lowest latency: A1

Best web browsing performances 5G: A1 and Yettel

Best streaming performances 5G: A1, Vivacom and Yettel

Source : nPerf.com

A1

1

VIVACOM



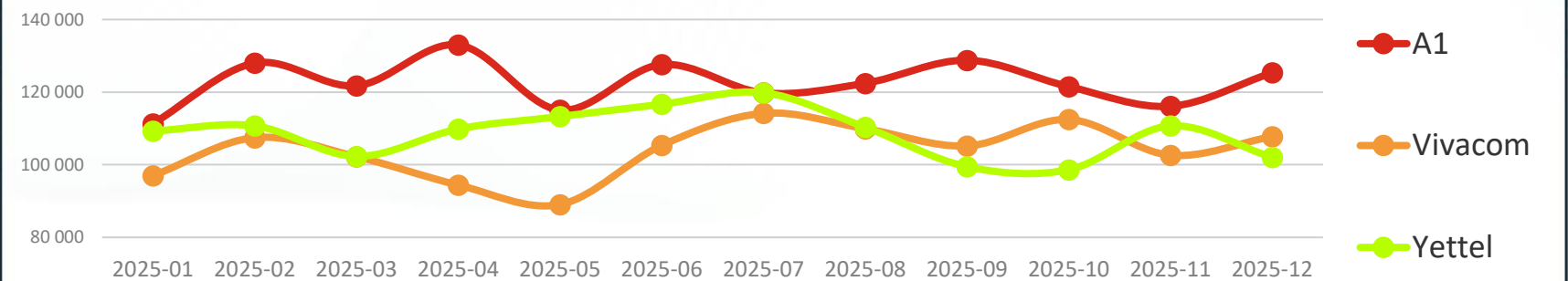
3

Yettel.

2

Source : nPerf.com

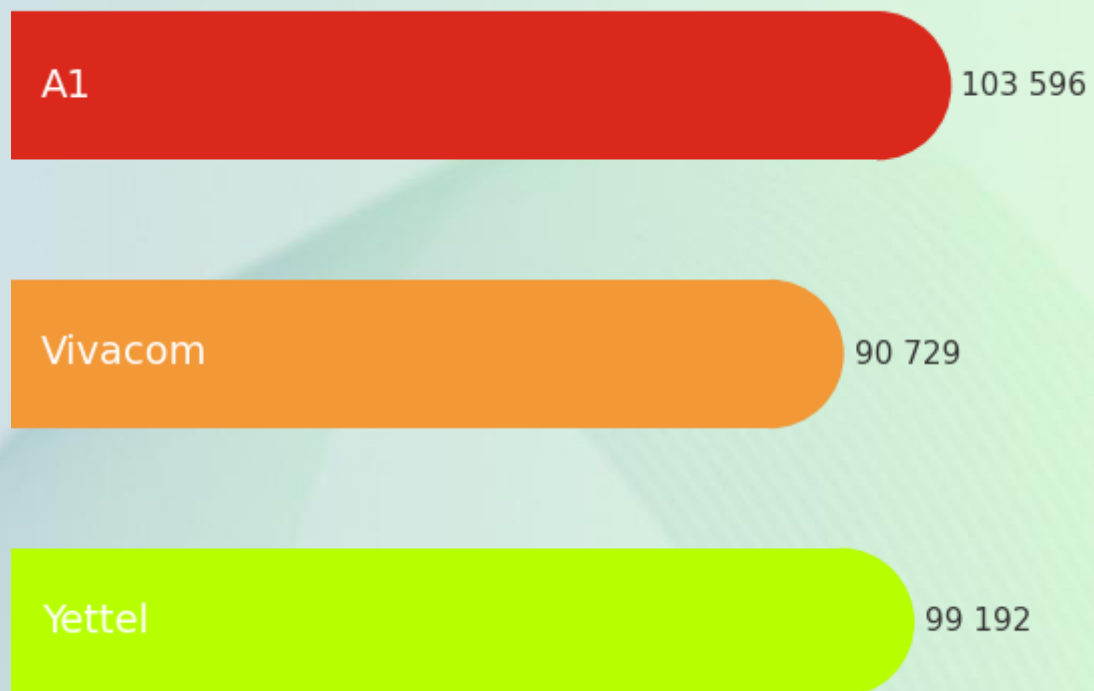
5G evolution over the year (average)



Source : nPerf.com



nPerf QoE nPerf Score (nPoints)



Source : nPerf.com

The subscribers of A1 enjoyed the best Mobile Internet performances in 2025.

The nPerf score takes into account the measured bitrates, the latency and the QoE tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user. Thus, this score reflects the overall quality of the connection experienced by the user.

Source : nPerf.com

A1
Best Mobile Internet performance in 2025



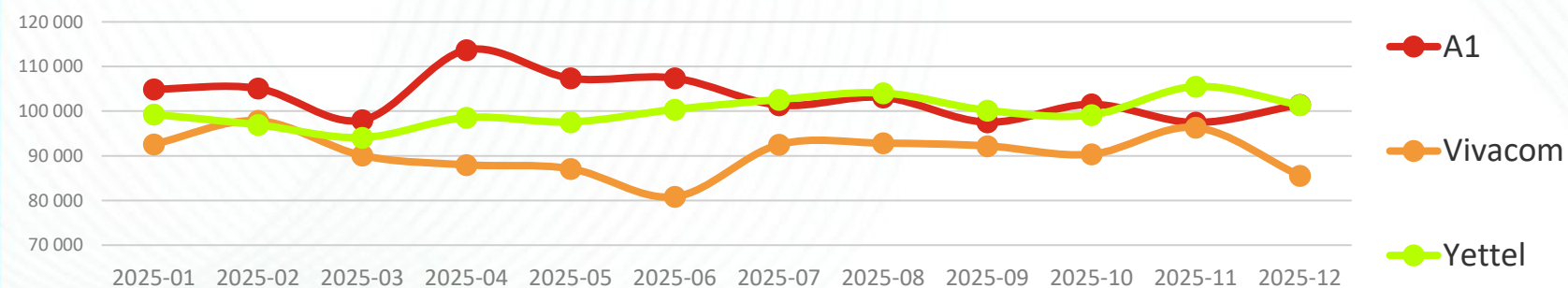
A1
1

VIVACOM
3

Yettel.
2

Source : nPerf.com

nPerf QoE nPerf Score evolution over the year (average)



Source : nPerf.com

