

IMPACT OF MAIN MACROECONOMIC FACTORS ON REAL ESTATE INVESTMENTS IN BULGARIA

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Abstract

Real estate holds a significant portion of wealth nationally and internationally and is a preferred investment asset in Bulgaria. This study provides a systematic and analytical examination of the macroeconomic indicators and institutional models that influence and/or characterize economic development and real estate investment in individual countries, Bulgaria, and the eurozone. Using statistical analysis, the interrelationships between selected key macroeconomic indicators and the direct and indirect investment markets in Bulgaria have been identified. The factors affecting the prices of investment assets in the short and long term are compared, highlighting the main characteristics and differences between the two markets, specific to the economic situation and real estate investments in the country. Regression analysis is used to examine the mutual influence of macroeconomic factors in the short term on real housing prices in Bulgaria, revealing that the strongest influence is exerted by the volume of construction output, followed by unemployment.

Key words: *Investments, Real estate, Macroeconomic factors, Bulgaria*