

Chocolate Confectionery in Hungary

Market Direction | 2022-09-13 | 23 pages | Euromonitor

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Report description:

The uncertain times of COVID-19 increased the consumption of chocolate confectionery in Hungary, due to consumers spending more time at home during the pandemic lockdowns and working from home diktats, thus creating more opportunities for snacking - alongside a desire for sweet treats which boosted feelings of wellbeing. Chocolate confectionery thus became even more popular than usual, as chocolate contains the stimulant theobromine, which works alongside caffeine to create the characteristic ene...

Euromonitor International's Chocolate Confectionery in Hungary report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Uncertain times continue to inspire consumers to reach for mood-boosting chocolate confectionery treats

Seasonal chocolates continue to suffer, compounded by a Salmonella outbreak at Easter 2022

Trendy new chocolate bars are launched as consumers become open to innovation and experimentation again

PROSPECTS AND OPPORTUNITIES

Polarisation appears between low-cost private labels and premium brands, due to consumers' variable incomes

Private labels expected to grow in demand as prices rise across the board due to a perfect storm of challenging factors

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