

Snacks in Hungary

Market Direction | 2022-09-13 | 80 pages | Euromonitor

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Report description:

Snacking plays an expanded role in the lives of Hungarian consumers. Consumers stayed at home during the pandemic and thus consumed more snacks than in pre-pandemic years. Lifestyles also changed with the increased use of home delivery services, more in-home entertainment, home schooling, working from home, and watching Netflix. As such, snacking perfectly fits with this new lifestyle.

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2022

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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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PROSPECTS AND OPPORTUNITIES

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SUGAR CONFECTIONERY IN HUNGARY

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From salted caramel flavour trend to fortified variants, new consumer demands drive innovation

As a result of a regulatory change, sugar confectionery is now stocked by National Tobacco Stores

PROSPECTS AND OPPORTUNITIES

Confectionery giant Haribo expected to gain further shares over the forecast period

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Private labels will continue to benefit from consumers seeking affordable sugar fixes

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Lidl opens new logistics centre, to enable greater production of in-demand frozen goods

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Multi-pack ice cream is on trend, with Magnum and Milka launching selection boxes

PROSPECTS AND OPPORTUNITIES

Unilever meets many trends with one Magnum product and leads the drive for sustainable packaging

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