

Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

Market Direction | 2022-09-13 | 30 pages | Euromonitor

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Report description:

Demand for snacks that are perceived as healthy or functional continues to expand in Hungary. Despite the headwinds that undermined on-the-go consumption during the era of the pandemic lockdowns, retail volume sales of protein/energy bars continued to grow - albeit from a very low base. Protein/energy bars are not only consumed during or after sporting activities but increasingly also as an alternative to snacks which are considered to be less healthy, such as cereal bars or countlines. A growin...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy and functional snack trend drives ongoing interest in protein/energy bars

Stockpiling trends return in 2022, due to uncertainties about the neighbouring war and the government price caps on certain products

Healthier variants in popular Gyor Edes brand lead the way for further free-from options

PROSPECTS AND OPPORTUNITIES

Private labels will continue to gain from ongoing consumer price-sensitivity

Free-from trends set to gain more traction due to rising number of consumers with food intolerances and allergies

Functional and fortified variants set to rise in popularity and availability

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