

## **Dairy Products and Alternatives in Hungary**

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### **Report description:**

The Hungarian Government continues to support demand for baby formula by maintaining a reduced tax rate of 5% and helping milk production plants through tenders for innovation. In addition, the government provides financial support for parents, which is positively influencing the birth rate. The price of UHT milk with a 2.8% fat content was frozen from February 2022, which generated artificial volume growth in this category and an artificially low price in the context of high inflation. Factors...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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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