

Sweet Spreads in Hungary

Market Direction | 2022-11-04 | 20 pages | Euromonitor

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Report description:

Sweet spreads is expected to register substantial value growth, but part of this growth is due to significant price rises and low honey yield. However, there is also expected to be a growth in volume sales. Chocolate spreads is expected to register the highest current value growth. Honey, closely followed by jam and preserves, accounts for most value sales. There is a visible shift to economy priced sweet spreads, such as private label or multi-floral honey.

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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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Consumers increasingly buy honey directly from local manufacturers, while affordable jams and preserves remain popular

Private label has substantial value share in both chocolate spreads and nut and seed based spreads

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