

## **Rice, Pasta and Noodles in Hungary**

Market Direction | 2022-11-16 | 30 pages | Euromonitor

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### **Report description:**

According to some observers, retail volume sales of instant noodles (cups and pouches) could have been 10-15% higher during 2022. However, the potential market size was affected by insufficient stocks in retail stores, partly due to disruptions to logistics chains, despite instant noodle-producing factories in Hungary. Moreover, supply shortages, higher energy and fertiliser prices, blocked logistic routes due to the War in Ukraine and extreme weather conditions all informed high increases in un...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- \* Get a detailed picture of the Rice, Pasta and Noodles 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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November 2022

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Supply issues and rising costs dampen market size potential in instant noodles while chilled pasta suffers tax increase

Basic ingredient status and affordability spike sales of rice

New image and stronger local presence for the leading rice brand

#### PROSPECTS AND OPPORTUNITIES

Convenience, affordability and health-orientated and flavour innovations to push the demand for instant noodles

Convenience-driven demand and premiumisation on the horizon for pasta

Substitute status and rising population of Asian-origin consumers offer growth opportunities for rice

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