

## **Carbonates in Hungary**

Market Direction | 2022-12-08 | 33 pages | Euromonitor

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### **Report description:**

Despite soaring prices from July onwards, growth in volume continues across the categories within carbonates in 2022, as Hungarian consumers still have a strong preference for carbonated soft drinks. The favourable summer weather in 2022 also contributed to excellent category performance in the first half of the year. On social occasions, cola or orange soda is a must-have. Classic flavours, such as cola, orange, lemonade and tonic water, remain the favourites, with reduced and zero sugar variants...

Euromonitor International's Carbonates in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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Euromonitor International  
December 2022

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Skyrocketing prices fail to discourage Hungarians from buying their favourite carbonated drinks

Changing sugar tax from mid-2022 contributes to price increase in carbonates

Unbroken popularity of local fruit classics and discovery of new flavours is driving non-cola carbonates

##### PROSPECTS AND OPPORTUNITIES

Classic flavours with a twist will offer local consumers new taste experiences in the years ahead

Package sizes will continue to polarise and environmentally friendly packaging will become more prevalent

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