

Concentrates in Hungary

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Report description:

Although widespread closures in the foodservice channel forced Hungarians to stay at home during the COVID-19 pandemic, traditional "szorp" (syrup concentrate) consumption gained popularity, leading to an increase in volume sales of concentrates. However, a post-pandemic return to on-trade channels has hampered the category in Hungary in 2022. Although Hungarians enjoy consuming lemonade at home, many prefer to make it using fresh lemons and sugar with added ingredients such as mint.

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Concentrates falters in 2022 despite full reopening of the foodservice channel

Powder concentrates players shift to higher-value functional varieties

Company strategies include capitalising on online media and e-commerce, and adding zero-sugar variants

PROSPECTS AND OPPORTUNITIES

Cost-effective liquid concentrates may benefit from a challenging economic climate

The spread of soda machines will widen the availability of premium products

The future of concentrates will rely on manufacturers capitalising on prevailing health trends

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