

Energy Drinks in Hungary

Market Direction | 2022-12-08 | 29 pages | Euromonitor

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Report description:

Energy drinks remained popular throughout the COVID-19 pandemic, and the category is expected to continue to record strong growth in off-trade volume sales in 2022, despite a steep rise in average current unit prices within a high-inflation retailing environment. This is a result of increasingly hectic lifestyles in Hungary, with local consumers seeking an energy boost throughout the day. Although coffee retains its purpose in this respect, particularly among older demographics, energy drinks ha...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Energy drinks continue to march forward as favourite on-the-go boosters

Health tax hits energy boosting formulas

Channels offering on-the-go consumption excel in energy drinks sales in a polarised distribution landscape

PROSPECTS AND OPPORTUNITIES

Constant innovation will be key to maintaining consumer engagement in the years ahead.

Energy drinks with health-boosting functionality will continue to attract consumers across the forecast period.

Zero energy drinks will become increasingly popular as Hungarians seek to limit their sugar intake

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