

## **Hot Drinks in Hungary**

Market Direction | 2022-12-13 | 39 pages | Euromonitor

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### **Report description:**

Hot drinks performs well in Hungary and has seen growth in current value terms in 2022 as demand remains high despite rising inflation. However, steep hikes in current average unit prices are impacting volume sales. Although problems in supply chains have a limited effect on hot drinks, some categories, such as herbal teas, face production difficulties when there are labour shortages and unfavourable weather.

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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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Post-COVID dynamics sees some on-trade recovery, but a steep rise in unit prices impacts volume sales  
Coffee culture spreads, driving growth in premium coffee variants and formats in 2022  
Hungarian consumers are increasingly discerning and seek quality coffee experiences despite rising prices.

#### PROSPECTS AND OPPORTUNITIES

Effects of high inflation on Hungarian hot drinks will prompt bulk buying behaviour and a shift towards private label  
Convenience, affordability and sustainability are set to be key trends in coffee in Hungary across the forecast period  
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Functionality remains key as Hungarians continue to prioritise healthy lifestyles in the wake of the pandemic

The popularity of fruit and herbs in Hungary can be seen across most subcategories of tea

#### PROSPECTS AND OPPORTUNITIES

Rising prices are set to impact retail volume sales in the immediate future, but foodservice recovery will mitigate some of the impact

Seasonal blends, gift packages and an expanding range offer scope for growth across the forecast period

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Hot drinks sees some decline in retail volume terms, but performance in foodservice mitigates this to some extent.

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Nestle gains ground in 2022 but faces stiff competition from local brands offering price promotions and private label  
Growing health consciousness in Hungary drives interest in other plant-based hot drinks, but demand remains low

#### PROSPECTS AND OPPORTUNITIES

Category volume sales will rebound driven by positive consumer demographics

Channels shift toward low-cost, bulk buy options and e-commerce

Positioning by functionality and reducing sugar will be key to success

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