

Juice in Hungary

Market Direction | 2022-12-08 | 31 pages | Euromonitor

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Report description:

The COVID-19 pandemic increased awareness of the importance of maintaining a healthy diet, and this benefitted sales of juice in Hungary, especially high fruit content juices containing lots of vitamins. This trend continued throughout the first half of 2022, when juice sales surged as local consumers were more open to trying new products at higher prices. until

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

COVID-19 prompts health consciousness among local consumers, but rising prices in 2022 slow premiumisation and volume sales

Development of high fruit content products halted by inflation, juice drinks benefit from hot summer

Active brand development and new functional products drive sales

PROSPECTS AND OPPORTUNITIES

On-trade recovery in juice in Hungary may take some time as inflation bites and tourism slowly recovers

Value for money will remain key, but premium functional juice will continue to gain ground

Packaging is set to polarise over the forecast period, from functional shots to large economy packs

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