

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.

Table of Contents:

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List Of Contents And Tables

JUICE IN HUNGARY

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

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

SOFT DRINKS IN HUNGARY

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Hungary

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SOURCES

Summary 1 Research Sources

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