

Soft Drinks in Hungary

Market Direction | 2022-12-08 | 94 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Thanks to an excellent summer and high product development activity from multinational and local players, the Hungarian soft drinks arena continued to perform well in 2022, despite a challenging economic climate. The increase in raw material prices, production and transport costs and general inflation saw soft drinks average unit prices rise several times in current terms during 2022. The Hungarian government also adjusted the health tax in the middle of the year, which increased taxation across...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Soft Drinks in Hungary
Euromonitor International
December 2022

List Of Contents And Tables

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

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 20 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 21 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 22 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 23 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 24 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 25 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 26 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 27 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 28 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 29 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 30 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 31 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Hungary

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skyrocketing prices fail to discourage Hungarians from buying their favourite carbonated drinks

Changing sugar tax from mid-2022 contributes to price increase in carbonates

Unbroken popularity of local fruit classics and discovery of new flavours is driving non-cola carbonates

PROSPECTS AND OPPORTUNITIES

Classic flavours with a twist will offer local consumers new taste experiences in the years ahead

Package sizes will continue to polarise and environmentally friendly packaging will become more prevalent

Renewed health tax may result in new formulas of low-calorie carbonates

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 37 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 38 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 42 ☐Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 43 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 44 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 45 ☐NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 46 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 47 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 48 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 49 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 50 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 51 ☐Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 52 ☐Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

- Table 53 Off-trade Sales of Juice by Category: Volume 2017-2022
- Table 54 Off-trade Sales of Juice by Category: Value 2017-2022
- Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
- Table 56 Off-trade Sales of Juice by Category: % Value Growth 2017-2022
- Table 57 NBO Company Shares of Off-trade Juice: % Volume 2018-2022
- Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
- Table 59 NBO Company Shares of Off-trade Juice: % Value 2018-2022
- Table 60 LBN Brand Shares of Off-trade Juice: % Value 2019-2022
- Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
- Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027
- Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
- Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

BOTTLED WATER IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Strong summer season gives a boost to bottled water sales in Hungary in 2022
- Intense brand activity and demand for health-boosting ingredients drive sales of functional bottled water
- Private label and affordable local products gain ground in 2022 as brands compete with special offers

PROSPECTS AND OPPORTUNITIES

- Gradual expansion set to continue in bottled water despite category maturity
- Increasing health consciousness will continue to drive sales of functional bottled water across the forecast period
- Decentralisation of channels will lead to slower recovery of sales through foodservice in the coming years.

CATEGORY DATA

- Table 65 Off-trade Sales of Bottled Water by Category: Volume 2017-2022
- Table 66 Off-trade Sales of Bottled Water by Category: Value 2017-2022
- Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022
- Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022
- Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022
- Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022
- Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022
- Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022
- Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027
- Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027
- Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027
- Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

SPORTS DRINKS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Reinvigoration of sports drinks in Hungary is hampered by rampant inflation
- Reduced and zero-sugar formulas gain traction as health consciousness continues to rise
- Coca-Cola faces increased competition from rivals in 2022 as brand diversification gathers pace

PROSPECTS AND OPPORTUNITIES

- A weakened economy and cross-category competition present a threat to sports drinks
- Clear positioning will be essential if players want to differentiate in the coming years
- Health and wellness trends will continue to shape sports drinks in the years ahead

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 77 Off-trade Sales of Sports Drinks: Volume 2017-2022
 Table 78 Off-trade Sales of Sports Drinks: Value 2017-2022
 Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022
 Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022
 Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022
 Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022
 Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022
 Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022
 Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027
 Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027
 Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027
 Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

ENERGY DRINKS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2017-2022
 Table 90 Off-trade Sales of Energy Drinks: Value 2017-2022
 Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022
 Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022
 Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022
 Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022
 Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022
 Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022
 Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027
 Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027
 Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027
 Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

CONCENTRATES IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

CATEGORY DATA

Concentrates Conversions

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 103 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 110 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 111 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 112 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 114 Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 115 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

RTD TEA IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in still RTD tea continues apace, driven by competition among top brands

New fusion flavours tap into summer and winter traditional tastes

Brands and private label vie for share in 2022 by expanding reduced sugar variants in RTD tea

PROSPECTS AND OPPORTUNITIES

RTD tea growth will be impacted by inflation and weaker consumer purchasing power in the years ahead

Health trends and environmental concerns will be influential in product development in RTD tea

Pricing and packaging will become increasingly polarised as the high cost of living impacts consumer choices

CATEGORY DATA

Table 116 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 117 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Table 118 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022

Table 119 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022

Table 120 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 126 Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 127 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 128 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

RTD COFFEE IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-the-go indulgence sales drive growth in RTD coffee, despite rising prices

Flavoured RTD coffee is creating a buzz in 2022

Local consumers gravitate towards channels offering a wide range of RTD coffee variants

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Increased price sensitivity will impact RTD coffee, slowing down premiumisation in the category

Product variety and innovation are key for future growth

On-the-go energy boosting and the convenience trend will drive sales of RTD coffee in Hungary over the forecast period

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 130 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Soft Drinks in Hungary

Market Direction | 2022-12-08 | 94 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com