

## **Ice Cream in Hungary**

Market Direction | 2022-09-13 | 27 pages | Euromonitor

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### **Report description:**

Trade in hotel, restaurant and cafe (HORECA) services recovered in 2021 as COVID-19 restrictions eased and consumers started to embrace foodservice channels again. As such, this negatively influences the at-home consumption of ice cream which had boomed during the lockdowns and foodservice restrictions.

Euromonitor International's Ice Cream in Hungary report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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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##### 2022 DEVELOPMENTS

Pandemic trends reverse, with the reopening of HORECA and a boosted demand for impulse ice cream

Lidl opens new logistics centre, to enable greater production of in-demand frozen goods

Multi-pack ice cream is on trend, with Magnum and Milka launching selection boxes

##### PROSPECTS AND OPPORTUNITIES

Unilever meets many trends with one Magnum product and leads the drive for sustainable packaging

Anjuna leads the way with plant-based ice cream, while helping to rescue dogs at the same time

Unilever promotes its non-dairy portfolio as part of drive to reduce the carbon density of its value chains

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