

## **Meals and Soups in Hungary**

Market Direction | 2022-11-04 | 21 pages | Euromonitor

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### **Report description:**

In 2022, meals and soups is expected to record double-digit current value growth, along with healthy volume growth. Product innovation is a key contributor to this value and volume growth. For example, discounter Aldi launched a line of vegetable soups under private label earlier in the year, in flavour variants such as curried sweet potato, carrot soup with coconut milk and red lentil soup with cumin. There is a notable shift towards plant-based nutrition. Other than an increase in the consumpt...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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November 2022

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Consumer want for convenience and growing availability of healthy meals and soups supports value and volume growth

Dr Oetker leads thanks to the popularity of frozen pizza

Revamping of packaging

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Plant-based meals and soups will continue to enjoy much popularity

Gluten free gains value share

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