

Consumer Foodservice in Hungary

Market Direction | 2023-02-15 | 100 pages | Euromonitor

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Report description:

2022 was a rollercoaster ride for the Hungarian consumer foodservice industry, both in terms of sales growth rates and the prevailing consumer sentiment underpinning growth trends. There were several factors that came into play shaping the industry's overall performance during the year, with the net results including further outlet closures and record high inflation rates by the end of the year. Nonetheless, the high demand seen during the peak summer holiday season was very encouraging, providi...

Euromonitor International's Consumer Foodservice in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice 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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LIMITED-SERVICE RESTAURANTS IN HUNGARY

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2022 DEVELOPMENTS

Limited-service restaurants among the first channels to move forward after the pandemic
Home delivery still a key source of additional sales for many operators
Special offers for dine-in and extra fees for takeaway drive on-trade sales

PROSPECTS AND OPPORTUNITIES

Temporary outlet closures and relocations to form core of efforts to tackle energy crisis
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KEY DATA FINDINGS

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Another year of outlet size erosion as operators look to minimise energy costs
 Bubble tea shops emerge strongly in 2022, although demand is still in its infancy
 Shell Hungary expands into specialist coffee and tea shops with the Shell Cafe brand

PROSPECTS AND OPPORTUNITIES

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Hungary's fine dining scene garners more international acknowledgement than ever
 Shorter menus and cheaper ingredients help restaurants to survive the energy crisis
 Premium fine dining restaurants suffer more than simpler eateries targeting locals

PROSPECTS AND OPPORTUNITIES

Prolonged recession/economic downturn and inflation remain major threats to growth
 Fine dining set to spread nationwide, although there is still a long way to go
 Not much room for chained operators in a channel dominated by independent players

CATEGORY DATA

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SELF-SERVICE CAFETERIAS IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Marche outlets are rebranded as Fresh Corner post-acquisition by MOL Group
 The performance of outlets in retail locations recovers after the COVID-19 pandemic
 Outlets located in downtown areas and office districts rebound strongly in 2022

PROSPECTS AND OPPORTUNITIES

Long-term outlook for outlets located in office districts remain under question
 Value proposition and demand for traditional lunches to support the channel's survival
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 The return of public events and cultural programmes in summer 2022 boosts sales
 Snacking on-the-go diminishes as household budgets are tightened amidst high inflation

PROSPECTS AND OPPORTUNITIES

Cancellation of public events, budget cuts to erode sales growth in street stalls/kiosks
 The shift towards home delivery unlikely to benefit street stalls/kiosks

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CONSUMER FOODSERVICE BY LOCATION IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Geographic location a crucial element as demand recovers in the post-pandemic era

Outlet volumes drop across the board as retail locations see the biggest declines

Outlets in lodging locations suffer from suppressed inbound tourism flows

PROSPECTS AND OPPORTUNITIES

Non-standalone outlets to benefit from increased mobility and falling disposable incomes

Greater energy efficiency to reduce gas and electricity bills set to prove crucial

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