

Snacks in Hungary

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Report description:

Retail volume sales of snacks in Hungary saw a fairly flat performance in 2023. While growth was buoyant in current value terms, this was due to massive inflationary pressures, rather than any real upturn in demand. With Hungary having been added to the list of countries with the fastest growing food prices, according to World Bank data, consumers were forced to cut back on spending on non-essential items or switch to cheaper alternatives. Besides higher energy costs, prices were pushed up by te...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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Shrinkification hits chocolate confectionery in 2023, in the wake of continued price hikes

Retailers rationalise their product ranges

Kinder continues to dominate chocolate with toys, despite recent salmonella scare

PROSPECTS AND OPPORTUNITIES

Polarisation will be a key feature, with private label ranges expected to gain ground

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SUGAR CONFECTIONERY IN HUNGARY

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Retailers optimise their portfolios
 Medicated confectionery sees strongest growth, thanks to its healthy positioning
 Haribo continues to dominate sales, while private label ranges use new pack sizes to attract cost conscious consumers

PROSPECTS AND OPPORTUNITIES

Parents will become more aware of the health risks of excessive sugar consumption
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PROSPECTS AND OPPORTUNITIES

Trend towards conscious snacking will lead to growing demand for "better for you" products

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High protein ice cream will grow in prominence

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