

## **Butter and Spreads in Hungary**

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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### **Report description:**

The increased price of baked goods and pastries, combined with the popularity of chef shows on TV and social media, has driven the popularity of baking at home. This is increasing retail volume sales of margarine and the moderate retail volume decrease of butter. The hybrid workstyle increases this trend because employees are more at home and open to cooking in parallel with working.

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Butter and Spreads 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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