

Cheese in Hungary

Market Direction | 2023-09-26 | 20 pages | Euromonitor

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Report description:

Following high double-digit price growth in 2022, the slight price decrease in 2023 positively influenced the retail volume growth of this market. However, cheese remains a product that is considered a non-basic food item by many, and as such, it is deemed unessential and cut from consumers' baskets when they have lower purchasing power. In 2022, this meant that cheese saw a double-digit retail volume decrease. This high decrease was slightly moderated by the fact that cheese became a prestige p...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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CHEESE IN HUNGARY

KEY DATA FINDINGS

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Various packaging sizes become available to support reduced budgets
Medve aligns new product developments towards convenience and health

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SOURCES

Summary 1 Research Sources

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