

Meals and Soups in Hungary

Market Direction | 2023-11-22 | 21 pages | Euromonitor

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Report description:

Retail volume sales of meals and soups registered continued growth in 2023. With consumers leading increasingly busy lifestyles, there was a growing interest in convenient meal solutions, which boosted demand for products such as ready meals and frozen pizza. Retailers such as Lidl and Teso were also active in expanding their respective product ranges, to include those with a healthier positioning, such as vegetarian or vegan ready meals, for example, while online grocery retailers such as kifli...

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 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: 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retailers rationalise their portfolios

Cash-strapped retailers turn off energy-guzzling fridges and freezers

PROSPECTS AND OPPORTUNITIES

Demand for ready meals will continue to grow, due to convenience and immigration trends

Health conscious consumers will drive new product development, including that of private label offerings

Ageing population could present opportunity for ready meal manufacturers

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