

## **Processed Meat, Seafood and Alternatives To Meat in Hungary**

Market Direction | 2023-11-24 | 24 pages | Euromonitor

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### **Report description:**

Spiralling energy costs have led many small local grocers in Hungary to reduce the amount of refrigeration and freezer space in their stores in 2023. The same trend has been observed among convenience stores chains like Coop, Real and CBA. As a result, the chilled and frozen processed meat and seafood assortments available in these types of outlets have narrowed, and consumers have become more inclined to buy such products from major supermarkets, hypermarkets and discounters chains like Tesco,...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2023

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Smaller retailers rationalise chilled and frozen assortments as energy costs soar

Trading down and price promotions temper decline in overall retail volume sales

Discounters channel continues to make distribution gains

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