

Processed Meat, Seafood and Alternatives To Meat in Hungary

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

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

Table of Contents:

Processed Meat, Seafood and Alternatives To Meat in Hungary

Euromonitor International

November 2023

List Of Contents And Tables

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Processed seafood well positioned to benefit from falling consumption of red meat

Hungarians expected to show growing interest in barbecue-themed options

Finger food style products likely to gain popularity

CATEGORY DATA

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 10 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 11 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 12 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 13 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 14 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

STAPLE FOODS IN HUNGARY

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 15 Sales of Staple Foods by Category: Volume 2018-2023

Table 16 Sales of Staple Foods by Category: Value 2018-2023

Table 17 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 18 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 20 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 21 Penetration of Private Label by Category: % Value 2018-2023

Table 22 Distribution of Staple Foods by Format: % Value 2018-2023

Table 23 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 24 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 25 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Processed Meat, Seafood and Alternatives To Meat in Hungary

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com