

Staple Foods in Hungary

Market Direction | 2023-11-24 | 66 pages | Euromonitor

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Report description:

Overall retail volume sales of staple foods in Hungary are set to decline for a third consecutive year in 2023, with the contraction projected to be slightly deeper than that recorded in 2022. Demand continues to be depressed by rapidly rising prices and falling purchasing power amidst the ongoing spike in inflation fuelled by the global recovery from COVID-19, the fallout of Russia's invasion of Ukraine and the devaluation of the forint. Indeed, headline inflation remains the highest in the EU,...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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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Frozen baked goods is the best performing category in retail volume terms

Interest in higher-end bread products made with healthier ingredients remains strong

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