

## **Concentrates in Hungary**

Market Direction | 2023-12-07 | 30 pages | Euromonitor

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### **Report description:**

Liquid concentrates demonstrated remarkable resilience amidst the inflationary pressures that affected other soft drinks. This can be attributed to their perceived affordability during the economically challenging period, leading consumers to shift towards liquid concentrates as a cost-effective alternative. The wide variety of flavours, sugar content options, packaging choices, and ingredient options offered by liquid concentrates further enhanced their appeal to consumers. Additionally, the on...

Euromonitor International's Concentrates in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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