

## **Energy Drinks in Hungary**

Market Direction | 2023-12-07 | 27 pages | Euromonitor

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### **Report description:**

The previously robust growth of energy drinks in Hungary experienced a slowdown in 2023. This slowdown is primarily attributed to the significant increase in prices for food and beverages, which prompted consumers to reduce their purchases of non-essential items like energy drinks. Despite consumer demand for added-value products, particularly in the form of energy boosters, energy drinks in Hungary is relatively mature and dominated by established local brands that have consistently grown year...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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## Table of Contents:

Energy Drinks in Hungary  
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List Of Contents And Tables

### ENERGY DRINKS IN HUNGARY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown due to economic factors

Reduced sugar energy drinks gain traction

Private label brands face challenges

#### PROSPECTS AND OPPORTUNITIES

Health-conscious innovation to drive growth

E-commerce and forecourt retailers to dominate distribution

Private label energy drinks to face challenges

#### CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

### SOFT DRINKS IN HUNGARY

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 32 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 43 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### APPENDIX

Fountain sales in Hungary

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SOURCES

Summary 1 Research Sources

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