

Food Preparation Appliances in Hungary

Market Direction | 2023-12-21 | 37 pages | Euromonitor

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Report description:

The high and rising energy prices led some consumers to cook less in 2023 to save costs, with others focusing on shorter cooking times. In addition, many postponed the replacement of food preparation appliances to save money and spend on necessary products. Across the previous years, overall demand for food processors was bolstered by lockdown periods, with Hungarians cooking and eating at home, with many becoming more interested in experimenting with different ingredients, recipes and culinary...

Euromonitor International's Food Preparation Appliances 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 new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances 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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2023 DEVELOPMENTS

The rising cost of living leads consumers to postpone purchases in 2023

Sencor strengthens its leading position in slow juicers, expanding its product range

BSH Kft increases its lead, offering innovative goods to the landscape

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Sales of food preparation appliances recover across the forecast period

Slow juicers will continue to benefit from rising health awareness among Hungarians

Increasing maturity and cannibalisation will slow demand for many product types

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