

## **Snacks in Hungary**

Market Direction | 2024-07-09 | 79 pages | Euromonitor

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### **Report description:**

Retail volume sales of snacks in Hungary are expected to see modest growth in 2024, following the flat performance of the previous year. While inflation has fallen significantly from the peak seen in January 2023, the prices of essential raw materials, such as sugar and cocoa, continue to rise. As a way of passing on these price increases, manufacturers have adopted a widespread policy of reducing the weight of their products, a practice known as shrinkification. As well as appealing to cost-con...

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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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Medicated confectionery remains popular

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##### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

Tough operating environment will continue to favour large grocery chains

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