

Baby Food in Hungary

Market Direction | 2024-08-19 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Despite efforts to mitigate costs, manufacturers are facing challenges to keep the price of baby food products affordable in 2024. Consumers are feeling the impact of these price increases, particularly in staple categories such as infant formula and baby cereals. Lower demand is stifling retail volume sales alongside the declining birth rate and food donations from neighbouring war zones in Ukraine. However, expanding tourism is providing some stimulus to sales as is the growing need for conven...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Baby Food in Hungary
Euromonitor International
August 2024

List Of Contents And Tables

BABY FOOD IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases drive the shrinkflation trend

Private label sales widen their position

Prescription based milk formulas support parents

PROSPECTS AND OPPORTUNITIES

Private label supports shifts in retail distribution

Spotlight on special milk formula and baby water

Decreasing number of newborns, while working mothers demand convenience

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2019-2024

Table 2 Sales of Baby Food by Category: Value 2019-2024

Table 3 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 Distribution of Baby Food by Format: % Value 2019-2024

Table 9 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN HUNGARY

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 Penetration of Private Label by Category: % Value 2019-2024

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Baby Food in Hungary

Market Direction | 2024-08-19 | 22 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com