

Other Dairy in Hungary

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

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Report description:

The launch of new sizes and flavours is boosting volume sales of other dairy in Hungary. Shrinkflation is a key strategy in the sour cream category, with Alfoldi sour cream reducing its format from 850g to 800g and 330g to 300g to stay competitively priced. New flavours and sizes are driving sales, such as the popular Kinder Pingui, Maxi King, and Tejszelet. Limited edition peach flavour was offered by Kinder Tejszelet, whilst Kinder Pingui Cherry was introduced. Pottyos launched a limited editi...

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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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