

## **Plant-Based Dairy in Hungary**

Market Direction | 2024-08-19 | 17 pages | Euromonitor

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### **Report description:**

Hungarians are taking a growing interest in plant-based dairy and retailers are responding to provide a growing variety of branded and private label options with barista-style, regular milk or coffee creamers. Following the success of Alpro Barista, Lidl introduced its private label plant-based Vemondo Barista milk alternative, expanding its portfolio of plant-based milk. In response, Alpro Barista reduced its pack size from 1L to 750ml to maintain a competitive price point.

Euromonitor International's Plant-based 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based 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.

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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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