

## **Sports Nutrition in Hungary**

Market Direction | 2024-09-23 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Sports nutrition remains one of the best performing areas of Hungary's consumer health market in 2024, with double-digit growth in total current value sales projected and all categories benefitting from the increasing number of consumers interested in healthy lifestyles. Overall demand is picking up as purchasing power gradually improves in line with lower inflation. Retail volume sales continue to be buoyed by rising health awareness, which is leading more people to regularly partake in sports...

Euromonitor International's Sports Nutrition 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Sports Non-Protein Products, Sports Protein Products.

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

Why buy this report?

- \* Get a detailed picture of the Sports Nutrition 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

SPORTS NUTRITION IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-focused lifestyles drive sales of sports nutrition  
Protein/energy bars gain appeal due to affordability and widespread availability  
Strong growth entices new entrants in sports nutrition

PROSPECTS AND OPPORTUNITIES

Bright outlook for sports nutrition  
Sports non-protein products face strong growth potential  
Opportunity to reach more females and younger audiences

CATEGORY DATA

Table 1 Sales of Sports Nutrition by Category: Value 2019-2024  
Table 2 Sales of Sports Nutrition by Category: % Value Growth 2019-2024  
Table 3 NBO Company Shares of Sports Nutrition: % Value 2020-2024  
Table 4 LBN Brand Shares of Sports Nutrition: % Value 2021-2024  
Table 5 Forecast Sales of Sports Nutrition by Category: Value 2024-2029  
Table 6 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN HUNGARY

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024  
Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 14 Distribution of Consumer Health by Format: % Value 2019-2024  
Table 15 Distribution of Consumer Health by Format and Category: % Value 2024  
Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Sports Nutrition in Hungary

Market Direction | 2024-09-23 | 23 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@scotts-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@scotts-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="2026-02-19"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com