

Breakfast Cereals in Hungary

Market Direction | 2024-11-06 | 22 pages | Euromonitor

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Report description:

In 2024, retail value sales rose by 5% in breakfast cereal, while volume sales rose by 2%. Price sensitivity was a significant challenge on the Hungarian breakfast cereal landscape, with price increases shaping consumer behaviour. As shoppers become more price-conscious, many were actively comparing unit prices to find the best deals and discounts. The economic instability, including the weakening of the forint and rising raw material costs like grains and cocoa, added to the situation. Consequence...

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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Table of Contents:

Breakfast Cereals in Hungary
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List Of Contents And Tables

BREAKFAST CEREALS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity impacts retail volume demand of breakfast cereals
Rising demand for fast and convenient breakfast boosts sales of ready-to-eat options
Demand for new tastes and textures drives innovation on the landscape

PROSPECTS AND OPPORTUNITIES

Ongoing growth for private label products within breakfast cereals
The presence of gluten and sugar-free fortified cereals set to gain ground
The popularity of granola and oat-based products rise as consumers appreciate health attributes

CATEGORY DATA

- Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

STAPLE FOODS IN HUNGARY

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 12 Sales of Staple Foods by Category: Volume 2019-2024
- Table 13 Sales of Staple Foods by Category: Value 2019-2024
- Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 18 Penetration of Private Label by Category: % Value 2019-2024
- Table 19 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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