

## **Staple Foods in Hungary**

Market Direction | 2024-11-06 | 70 pages | Euromonitor

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### **Report description:**

In 2024, ongoing inflation and rising costs heightened price sensitivity among Hungarian consumers. This price sensitivity led to an increased demand for private label products across staple foods. As consumers prioritised value for money, more affordable store-brand alternatives gained ground. Consequently, cost-conscious behaviour and higher prices led to rising retail value sales of staple foods in 2024, while retail volume growth remained flat.

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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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