

Carbonates in Hungary

Market Direction | 2024-11-19 | 33 pages | Euromonitor

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Report description:

2023 was a very difficult year for carbonates in Hungary for many reasons: high inflation, rising costs, changes in taxation and players' preparations to implement the Deposit Return Scheme (DRS). Strong pressure on purchasing power led to decreases in off-trade volume sales in almost all categories, with fast increases in off-trade current value sales amid prices hikes. In 2024, carbonates rebounded, but retail volume sales were below the 2022 level.

Euromonitor International's Carbonates 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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MARKET DATA

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