

Concentrates in Hungary

Market Direction | 2024-11-19 | 30 pages | Euromonitor

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Report description:

Like other categories of soft drinks, concentrates in Hungary was affected by unfavourable developments and changes over 2022-2023, characterised by high inflation, rising costs and prices and taxation. In 2024, a slowdown in the rate of inflation and unit price rises and adaptation to the new conditions slowed the decline in off-trade RTD volume sales of powder concentrates and slightly improved off-trade RTD volume growth in liquid concentrates. In off-trade current value terms, both powder an...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Euromonitor International
November 2024

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