

**RTD Coffee in Hungary**

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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**Report description:**

Similar to a number of other soft drinks categories, RTD coffee in Hungary saw a heavy decline in off-trade volume sales in 2023, fostered by price hikes in the second half of the review period. Amid a highly inflationary climate, strong pressure on consumer purchasing power was the main reason for the strong drop in demand, not least for relatively expensive, non-essential products like RTD coffee. Following the difficult year in 2023, RTD coffee bounced back to see positive off-trade volume gr...

Euromonitor International's RTD Coffee 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.

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

**Why buy this report?**

- \* Get a detailed picture of the RTD Coffee 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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Slower unit price growth, low per capita consumption, innovation and price promotions boost demand

Premium image of RTD coffee and smaller price difference with private label spur a preference for brands

Hell Energy Magyarorszag continues to invest to consolidate its leadership of RTD coffee

#### PROSPECTS AND OPPORTUNITIES

Bright outlook for a fast-developing category

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