



Staple Foods in Hungary

November 2023

Table of Contents

Staple Foods in Hungary

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2018-2023

Table 2 - Sales of Staple Foods by Category: Value 2018-2023

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unit prices for leavened bread continue to increase sharply

Frozen baked goods is the best performing category in retail volume terms

Interest in higher-end bread products made with healthier ingredients remains strong

PROSPECTS AND OPPORTUNITIES

Migration from unpackaged to packaged leavened bread set to gain momentum

Premiumisation will remain most visible in leavened bread

Unpackaged cakes likely to experience mixed fortunes at off- and on-trade levels

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2018-2023

Table 14 - Sales of Baked Goods by Category: Value 2018-2023

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 - Sales of Pastries by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 - LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 - Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 - Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Breakfast Cereals in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive changes in packaging strategies
Consumers trade down to cheaper options as cost-of-living crisis deepens
Health-oriented breakfast cereals continue to gain popularity

PROSPECTS AND OPPORTUNITIES

Muesli and granola likely to benefit from premiumisation
Demand for products made with alternative grains expected to increase
Fortification and enrichment set to become more important competitive strategies

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 26 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Processed Fruit and Vegetables in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for shelf stable vegetables remains fairly resilient despite further price hikes
Premium-oriented products offering greater convenience increasingly favoured
Rising energy costs reduce availability of frozen products in some channels

PROSPECTS AND OPPORTUNITIES

Population ageing should boost demand for processed vegetables
Shelf stable vegetables likely to witness greater polarisation
Health concerns and economic factors will continue to shape consumer preferences

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Processed Meat, Seafood and Alternatives To Meat in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smaller retailers rationalise chilled and frozen assortments as energy costs soar

Trading down and price promotions temper decline in overall retail volume sales

Discounters channel continues to make distribution gains

PROSPECTS AND OPPORTUNITIES

Processed seafood well positioned to benefit from falling consumption of red meat

Hungarians expected to show growing interest in barbecue-themed options

Finger food style products likely to gain popularity

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Rice, Pasta and Noodles in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unit prices continue to rise rapidly amidst persistently high inflation

Chilled pasta products benefit from increasing desire for convenience

Gluten-free varieties attract growing attention in pasta and noodles

PROSPECTS AND OPPORTUNITIES

Growing popularity of Asian cuisine will boost rice and noodles consumption

Private label penetration expected to rise

Price competition set to intensify

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023
Table 69 - NBO Company Shares of Rice: % Value 2019-2023
Table 70 - LBN Brand Shares of Rice: % Value 2020-2023
Table 71 - NBO Company Shares of Pasta: % Value 2019-2023
Table 72 - LBN Brand Shares of Pasta: % Value 2020-2023
Table 73 - NBO Company Shares of Noodles: % Value 2019-2023
Table 74 - LBN Brand Shares of Noodles: % Value 2020-2023
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023
Table 76 - Distribution of Rice by Format: % Value 2018-2023
Table 77 - Distribution of Pasta by Format: % Value 2018-2023
Table 78 - Distribution of Noodles by Format: % Value 2018-2023
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-hungary/report.