



Euromonitor
International

Meals and Soups in Hungary

November 2023

Table of Contents

Meals and Soups in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals and pizzas benefit from shift towards more convenient meal solutions, while prepared salads suffer from effects of high food inflation

Retailers rationalise their portfolios

Cash-strapped retailers turn off energy-guzzling fridges and freezers

PROSPECTS AND OPPORTUNITIES

Demand for ready meals will continue to grow, due to convenience and immigration trends

Health conscious consumers will drive new product development, including that of private label offerings

Ageing population could present opportunity for ready meal manufacturers

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 - Sales of Meals and Soups by Category: Value 2018-2023

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 7 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 8 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 9 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 10 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 11 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 12 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 13 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Hungary - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 14 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 15 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 19 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 20 - Penetration of Private Label by Category: % Value 2018-2023

Table 21 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/meals-and-soups-in-hungary/report.