



Euromonitor
International

Bottled Water in Hungary

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising costs and upward pressure on prices dampen demand
- Flavoured bottled water offers added-value alternative to regular carbonates and bottled water
- New product development reflects growth potential of functional bottled water

PROSPECTS AND OPPORTUNITIES

- Price stabilisation to foster an upturn in off-trade volume sales
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