

Baked Goods in Hungary

November 2024

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Baked Goods in Hungary - Category analysis

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2024 DEVELOPMENTS

Rising prices and reduced pack sizes lead consumers to demand added-value The growing availability of frozen baked goods boosts sales in 2024 Affordability leads Lidl to become increasingly popular for sales of baked goods

PROSPECTS AND OPPORTUNITIES

The demand for convenience leads snacks and on-the-go options to gain ground Convenient powder and frozen versions are on the rise over the forecast period Increased tourism set to boost retail volume and value sales in baked goods

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