

# Breakfast Cereals in Hungary

November 2024

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#### Breakfast Cereals in Hungary - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Price sensitivity impacts retail volume demand of breakfast cereals Rising demand for fast and convenient breakfast boosts sales of ready-to-eat options Demand for new tastes and textures drives innovation on the landscape

## PROSPECTS AND OPPORTUNITIES

Ongoing growth for private label products within breakfast cereals The presence of gluten and sugar-free fortified cereals set to gain ground The popularity of granola and oat-based products rise as consumers appreciate health attributes

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