

# Chocolate Confectionery in Hungary

July 2024

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## Chocolate Confectionery in Hungary - Category analysis

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Rising cost of raw ingredients has negative impact on demand

Classic countlines are back in the checkout zone

Downsizing is a common theme as manufacturers look to offset rising operating costs

#### PROSPECTS AND OPPORTUNITIES

Retailers will rationalise their product portfolios in order to protect profit margins

Health and wellness trends will impact sales, with purchases becoming less impulsive in nature

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