

Carbonates in Hungary

November 2024

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Carbonates in Hungary - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The demand for carbonates rebounds in 2024 but constraints remain

New launches and the popularity of gin and tonic cocktails boost tonic water

The leading players continue to invest in the category

PROSPECTS AND OPPORTUNITIES

Carbonates to continue to recover as economic pressures ease

Innovation to stimulate interest in a saturated category

"Easy-mixes" culture to push tonic water/mixers/other bitters but RTD alternatives present a threat

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