

# Sports Drinks in Hungary

November 2024

**Table of Contents** 

## Sports Drinks in Hungary - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth is derived from a low sales base but also health and fitness trends

Marketing focus on sports and fitness to push awareness and demand

Narrowing of the price gap favours brands over private label

## PROSPECTS AND OPPORTUNITIES

Health and fitness trend continues to offer penetration opportunities

Innovation to push nutritional benefits of sports drinks

Local players to look to new product and packaging developments to compete

#### **CATEGORY DATA**

- Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024
- Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024
- Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
- Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
- Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
- Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
- Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
- Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
- Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
- Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
- Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

## Soft Drinks in Hungary - Industry Overview

## **EXECUTIVE SUMMARY**

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

- Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

#### **APPENDIX**

Fountain sales in Hungary

## **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

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