



Processed Fruit and Vegetables in Hungary

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising retail volume growth for frozen and shelf stable vegetables in 2024
- High share of private label sales as players offer competitive pricing and frequent promotions
- Decreasing volume sales of shelf stable fruits and tomatoes during 2024

PROSPECTS AND OPPORTUNITIES

- Convenience and health and wellness drive product innovation on the landscape
- As disposable incomes improve, innovation will focus on premium launches
- More efficient supply chains will lead to lower levels of food waste

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Staple Foods in Hungary - Industry Overview

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