



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising sugar and cocoa prices impact demand
- Protein/energy bars benefit from shift towards healthier snacking options
- Urban lifestyles align with fruit/snack bars

PROSPECTS AND OPPORTUNITIES

- Trend towards conscious snacking will lead to growing demand for “better for you” products
- Increasing focus on child-focused snacks
- Private label ranges will continue to benefit from ongoing consumer price-sensitivity

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Snacks in Hungary - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-hungary/report.