



Processed Meat, Seafood and Alternatives To Meat in Hungary

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising share for private label players as Lidl continues to gain ground
- Grilling remains a key driver of sales for processed meat in 2024
- Convenient packages with portion-control are gaining ground in processed meat

PROSPECTS AND OPPORTUNITIES

- Frozen options gain ground as discounter stores expand their ranges
- Health trends lead consumers to migrate to poultry and seafood
- Players utilise TikTok and influencer marketing to launch limited edition goods

CATEGORY DATA

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Staple Foods in Hungary - Industry Overview

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- Key trends in 2024
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DISCLAIMER

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