

Staple Foods in Hungary

November 2024

Table of Contents

Staple Foods in Hungary

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024 Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

- Table 1 Sales of Staple Foods by Category: Volume 2019-2024
- Table 2 Sales of Staple Foods by Category: Value 2019-2024
- Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 7 Penetration of Private Label by Category: % Value 2019-2024
- Table 8 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 10 Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices and reduced pack sizes lead consumers to demand added-value The growing availability of frozen baked goods boosts sales in 2024 Affordability leads Lidl to become increasingly popular for sales of baked goods

PROSPECTS AND OPPORTUNITIES

The demand for convenience leads snacks and on-the-go options to gain ground Convenient powder and frozen versions are on the rise over the forecast period Increased tourism set to boost retail volume and value sales in baked goods

CATEGORY DATA

- Table 13 Sales of Baked Goods by Category: Volume 2019-2024
- Table 14 Sales of Baked Goods by Category: Value 2019-2024
- Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 17 Sales of Pastries by Type: % Value 2019-2024
- Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 20 Distribution of Baked Goods by Format: % Value 2019-2024
- Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 22 Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Breakfast Cereals in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity impacts retail volume demand of breakfast cereals

Rising demand for fast and convenient breakfast boosts sales of ready-to-eat options

Demand for new tastes and textures drives innovation on the landscape

PROSPECTS AND OPPORTUNITIES

Ongoing growth for private label products within breakfast cereals

The presence of gluten and sugar-free fortified cereals set to gain ground

The popularity of granola and oat-based products rise as consumers appreciate health attributes

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 26 - Sales of Breakfast Cereals by Category: Value 2019-2024

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Processed Fruit and Vegetables in Hungary

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

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024

Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Processed Meat, Seafood and Alternatives To Meat in Hungary

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

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Rice, Pasta and Noodles in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and reliability drives retail sales of rice, pasta and noodles Gen Z consumers appreciate instant noodles for offering affordable convenience Strong brand recognition and commitment to quality boosts share for players

PROSPECTS AND OPPORTUNITIES

Growing private label presence as consumers look for affordable quality Global cuisine trends boost the appeal and demand for rice and noodles Gluten-free options gain ground as retailers expand their ranges

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

- Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
- Table 69 NBO Company Shares of Rice: % Value 2020-2024
- Table 70 LBN Brand Shares of Rice: % Value 2021-2024
- Table 71 NBO Company Shares of Pasta: % Value 2020-2024
- Table 72 LBN Brand Shares of Pasta: % Value 2021-2024
- Table 73 NBO Company Shares of Noodles: % Value 2020-2024
- Table 74 LBN Brand Shares of Noodles: % Value 2021-2024
- Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
- Table 76 Distribution of Rice by Format: % Value 2019-2024
- Table 77 Distribution of Pasta by Format: % Value 2019-2024
- Table 78 Distribution of Noodles by Format: % Value 2019-2024
- Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
- Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029
- Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
- Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-hungary/report.