



# Ice Cream in Hungary

July 2024

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## Ice Cream in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Shrinkification is a common theme, as players try to offset increased input costs

Bulk varieties lead growth in ice cream

Private label ranges make gains in context of sky high energy prices

#### PROSPECTS AND OPPORTUNITIES

Tough operating environment will continue to favour large grocery chains

Premiumisation will be key manufacturer strategy

Multipack and bulk ice creams will see rising sales, due to their value-for-money positioning

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