



# Convenience Retailers in Hungary

February 2024

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## Convenience Retailers in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales in forecourt retailers normalise after the imbalances seen due to government price caps and hikes

Negative effects of the price freezes for convenience stores overall

Shortages of packaging materials and scarcity of selected ingredients create additional challenges

#### PROSPECTS AND OPPORTUNITIES

Acquisitions, co-branding, and extra services at petrol stations set to influence channel dynamics

Ageing population represents a key driver in retail sales habits

Players will continue to focus on portfolio optimisation

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