

# Breakfast Cereals in Hungary

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive changes in packaging strategies  
Consumers trade down to cheaper options as cost-of-living crisis deepens  
Health-oriented breakfast cereals continue to gain popularity

PROSPECTS AND OPPORTUNITIES

Muesli and granola likely to benefit from premiumisation  
Demand for products made with alternative grains expected to increase  
Fortification and enrichment set to become more important competitive strategies

CATEGORY DATA

- Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
- Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
- Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
- Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
- Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
- Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
- Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
- Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
- Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Staple Foods in Hungary - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for staple foods?

MARKET DATA

- Table 12 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 13 - Sales of Staple Foods by Category: Value 2018-2023
- Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 18 - Penetration of Private Label by Category: % Value 2018-2023
- Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## 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/breakfast-cereals-in-hungary/report](http://www.euromonitor.com/breakfast-cereals-in-hungary/report).