

# Food Preparation Appliances in Hungary

December 2023

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## Food Preparation Appliances in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rising cost of living leads consumers to postpone purchases in 2023  
Sencor strengthens its leading position in slow juicers, expanding its product range  
BSH Kft increases its lead, offering innovative goods to the landscape

#### PROSPECTS AND OPPORTUNITIES

Sales of food preparation appliances recover across the forecast period  
Slow juicers will continue to benefit from rising health awareness among Hungarians  
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