

Yoghurt and Sour Milk Products in Hungary

September 2023

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Yoghurt and Sour Milk Products in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fortified and immune-friendly products hit the shelves, aligning with health trends

Large sizes rise in popularity, offered in discounter stores

Danone leads, offering well-established brands to consumers

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Private label becomes increasingly competitive, offering added benefits

Innovation targets consumers growing taste for novelty

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