

Sweet Spreads in Hungary

November 2023

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Sweet Spreads in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chocolate spreads lead growth, thanks to stable contribution of Nutella Hungary bans Ukrainian honey imports in order to support domestic producers Inflationary pressures facilitate trend towards home-made jams

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Consumers will seek out sweet forms of indulgence Shift towards healthier ingredients Unique flavour combinations will help manufacturers to add value

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