

# Ice Cream in Hungary

July 2023

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## Ice Cream in Hungary - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Take-home bulk ice cream leads growth in 2022

Private label ranges make gains in context of sky high energy prices, but market becomes increasingly polarised Shrinkification is common theme as manufacturers seek to remain competitive

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"Free-from" ice creams offer much potential for growth

High protein ice cream will grow in prominence

More exotic flavours will satisfy consumer need for indulgence

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**DISCLAIMER** 

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