



**Euromonitor
International**

Breakfast Cereals in Hungary

November 2025

Table of Contents

Breakfast Cereals in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functional innovation and convenience drive steady growth in breakfast cereals

INDUSTRY PERFORMANCE

Health, convenience and functional benefits support steady growth in breakfast cereals

Demand for convenience drives the strong performance of RTE cereals in 2025

WHAT'S NEXT?

Breakfast cereal sales are expected to rise as functional innovation and convenience sustain consumer interest

Sustainability and digital access will shape the future of breakfast cereals in Hungary

Health and wellness are expected to drive innovation as functional cereals gain traction

COMPETITIVE LANDSCAPE

Nestlé Hungária Kft increases its lead while local players focus on innovation

Lidl emerges as the most dynamic performer through strong private label expansion

CHANNELS

Supermarkets remains the leading channel despite ongoing share erosion

Retail e-commerce records momentum but breakfast cereals remain a secondary basket item

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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Staple Foods in Hungary - Industry Overview

EXECUTIVE SUMMARY

Price pressure and changing consumer habits influence staple foods in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stagnant sales of staple foods amid macroeconomic pressures in 2025

Demographic shifts and health trends shape the consumption of staple foods

Convenience and sustainability impact the performance of staple foods in Hungary

WHAT'S NEXT?

Rising unit prices and changing consumer habits are set to drive value growth in staple foods

Health focused, functional products are expected to gain traction in Hungary

The integration of digital and physical channels is set to shape the future of staple foods

COMPETITIVE LANDSCAPE

Pick Szeged Zrt strengthens its lead through strong sales of processed meat and seafood
Nádudvari Élelmiszer Kft drives dynamism as private label quality rises in staple foods

CHANNELS

Discounters strengthens its lead through a broad assortments and appealing price points
Retail e-commerce and hybrid stores drive dynamic growth in Hungary's staple foods

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
Table 13 - Sales of Staple Foods by Category: Value 2020-2025
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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