

Gum in Hungary

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Another challenging year for gum
- Sugar-free gum taps into health and wellness trends
- Mars continues to dominate sales

PROSPECTS AND OPPORTUNITIES

- Intensified competition from mints
- Sugar-free gums will continue to proliferate, alongside those with breath-freshening properties
- Sustainability concerns will shape new product development

CATEGORY DATA

- Table 1 - Sales of Gum by Category: Volume 2018-2023
- Table 2 - Sales of Gum by Category: Value 2018-2023
- Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Gum by Category: % Value Growth 2018-2023
- Table 5 - Sales of Gum by Flavour: Rankings 2018-2023
- Table 6 - NBO Company Shares of Gum: % Value 2019-2023
- Table 7 - LBN Brand Shares of Gum: % Value 2020-2023
- Table 8 - Distribution of Gum by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Gum by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Gum by Category: Value 2023-2028
- Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Hungary - Industry Overview

EXECUTIVE SUMMARY

- Snacks in 2023: The big picture
- Key trends in 2023
- Competitive landscape
- Channel developments
- What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2018-2023
- Table 14 - Sales of Snacks by Category: Value 2018-2023
- Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
- Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
- Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
- Table 19 - Penetration of Private Label by Category: % Value 2018-2023
- Table 20 - Distribution of Snacks by Format: % Value 2018-2023
- Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
- Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

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