Chocolate Confectionery in Hungary

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinkification hits chocolate confectionery in 2023, in the wake of continued price hikes
Retailers rationalise their product ranges
Kinder continues to dominate chocolate with toys, despite recent salmonella scare

PROSPECTS AND OPPORTUNITIES

Polarisation will be a key feature, with private label ranges expected to gain ground
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