

Other Hot Drinks in Hungary

December 2023

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Other Hot Drinks in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Other hot drinks face challenges due to declining demographics and lack of innovation Nestlé Hungária maintains dominance through brand strength and promotions Consumers favour large packs and hypermarkets for value and convenience

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Limited growth expected due to niche appeal and innovation constraints Innovative chocolate-based powder drinks to drive growth Niche appeal for plant-based and malt-based hot drinks

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