Soft Drinks in Hungary

December 2022

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Strong summer season gives a boost to bottled water sales in Hungary in 2022
Intense brand activity and demand for health-boosting ingredients drive sales of functional bottled water
Private label and affordable local products gain ground in 2022 as brands compete with special offers

PROSPECTS AND OPPORTUNITIES

Gradual expansion set to continue in bottled water despite category maturity
Increasing health consciousness will continue to drive sales of functional bottled water across the forecast period
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Skyrocketing prices fail to discourage Hungarians from buying their favourite carbonated drinks
Changing sugar tax from mid-2022 contributes to price increase in carbonates
Unbroken popularity of local fruit classics and discovery of new flavours is driving non-cola carbonates

PROSPECTS AND OPPORTUNITIES

Classic flavours with a twist will offer local consumers new taste experiences in the years ahead
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PROSPECTS AND OPPORTUNITIES

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Development of high fruit content products halted by inflation, juice drinks benefit from hot summer
Active brand development and new functional products drive sales

PROSPECTS AND OPPORTUNITIES

On-trade recovery in juice in Hungary may take some time as inflation bites and tourism slowly recovers
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Flavoured RTD coffee is creating a buzz in 2022
Local consumers gravitate towards channels offering a wide range of RTD coffee variants

PROSPECTS AND OPPORTUNITIES
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PROSPECTS AND OPPORTUNITIES
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2022 DEVELOPMENTS

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Health tax hits energy boosting formulas

Channels offering on-the-go consumption excel in energy drinks sales in a polarised distribution landscape

PROSPECTS AND OPPORTUNITIES

Constant innovation will be key to maintaining consumer engagement in the years ahead.

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**Sports Drinks in Hungary**

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Reduced and zero-sugar formulas gain traction as health consciousness continues to rise

Coca-Cola faces increased competition from rivals in 2022 as brand diversification gathers pace

PROSPECTS AND OPPORTUNITIES
A weakened economy and cross-category competition present a threat to sports drinks. Clear positioning will be essential if players want to differentiate in the coming years. Health and wellness trends will continue to shape sports drinks in the years ahead.

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