



**Euromonitor
International**

Processed Fruit and Vegetables in Hungary

November 2025

Table of Contents

Processed Fruit and Vegetables in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed fruit and vegetables drive growth as shelf stable options decline

INDUSTRY PERFORMANCE

Frozen products surge as shelf stable fruits decline in processed fruit and vegetables

Frozen fruits and vegetables lead growth amid convenience and health trends in Hungary

WHAT'S NEXT?

Frozen vegetables is set to drive steady growth as shelf-stable fruits face stagnation

Innovation is set to focus on low-sugar and minimally processed fruits and vegetables

Sustainability is expected to gain momentum as consumers demand eco-conscious options

COMPETITIVE LANDSCAPE

Lidl expands its lead through the strength of its private label ranges

Findus France SAS records strong growth, driven by its performance in frozen vegetables

CHANNELS

Discounters strengthens its leadership through a wide assortment and affordable price points

Retail e-commerce emerges as the fastest-growing channel despite structural limitations in 2025

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables 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 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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