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Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

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Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Volume Sales Remain Flat, While Value Sales Show Some Growth

Chart 1 - Detki Expands into Wafers to Offer Affordable Indulgence

Stapling of Snacks Boosts Snack Bars

Chart 2 - Rice up Zero Expands Snack Bars, Reaching Pharmacies

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Protein and Fruit Snacks Broaden Appeal with Functional Innovation

Convenience and Clean Labels Drive Manufacturer Strategies

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Heritage Brands to Defend Lead as Fragmentation Increases

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Discounters Attract Value-Seeking Shoppers with Affordable Options

On-The-Go Formats and Value Packs Fuel Retail Channel Growth

Retail E-Commerce Expands Reach, but Remains a Niche Channel

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

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Snacks in Hungary - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Robust Sales Growth Supported by Demand for Indulgence

Chart 17 - Champions League Fever Boosts Savoury Snacks

Brands Adapt Pack Sizes to Drive Affordable Luxury
Multipacks and Affordability Reshape Shopper Behaviour
Chart 18 - Smaller Sizes and Multipacks Boost Affordability in Ice Cream
Chart 19 - Value Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Gen Z Drives Flavour Innovation, While Private Labels Expand
Savoury Snacks Maintain Popularity as Affordable Indulgence Accelerates
Evolving Shopper Behaviour Sparks Demand for Experiential and Functional Snacks
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Sustains Leadership as Rivals Focus on Portfolio Breadth
Magnum Demerger Enables Focused Ice Cream Growth and Brand Strategy
Chart 23 - Company Shares 2026
Chart 24 - Brand Shares 2026

CHANNELS

Discounters Win over Value-Seeking Shoppers as Hypermarkets Lose Pace
Automated Stores Reshape Impulse Snacking in Urban Hotspots
Retail E-Commerce Lags Due to Cost and Speed Barriers
Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks
Chart 27 - Real Gdp Growth 2021-2031
Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks
Chart 30 - Population 2021-2031
Chart 31 - Population by Generation 2026

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