

Cooking Ingredients and Meals in Hungary

November 2023

Table of Contents

Cooking Ingredients and Meals in Hungary

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for cooking ingredients and meals?

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 7 - Penetration of Private Label by Category: % Value 2018-2023
Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price cap for sunflower oil boosts demand in 2023, while retailers reduce risk by optimising their portfolios Olive oil benefits from health and wellness trends Vénusz taps into functional food trend

PROSPECTS AND OPPORTUNITIES

Olive oil to lead growth, thanks to its known health benefits, with flavoured varieties gaining traction Sunflower oil producers will focus on premium varieties, at the expense of blended options E-commerce set to make further gains

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023
Table 14 - Sales of Edible Oils by Category: Value 2018-2023
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023
Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023
Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023
Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028
Table 21 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

Meals and Soups in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ready meals and pizzas benefit from shift towards more convenient meal solutions, while prepared salads suffer from effects of high food inflation Retailers rationalise their portfolios

Cash-strapped retailers turn off energy-guzzling fridges and freezers

PROSPECTS AND OPPORTUNITIES

Demand for ready meals will continue to grow, due to convenience and immigration trends Health conscious consumers will drive new product development, including that of private label offerings Ageing population could present opportunity for ready meal manufacturers

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023 Table 25 - Sales of Meals and Soups by Category: Value 2018-2023 Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023 Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023 Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023 Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023 Table 30 - NBO Company Shares of Meals and Soups: % Value 2019-2023 Table 31 - LBN Brand Shares of Meals and Soups: % Value 2020-2023 Table 32 - Distribution of Meals and Soups by Format: % Value 2018-2023 Table 33 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028 Table 34 - Forecast Sales of Meals and Soups by Category: Wolume Growth 2023-2028 Table 35 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 36 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Sauces, Dips and Condiments in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supply chain disruptions and adverse weather conditions pose challenges for manufacturers Barbecues, outdoor cooking and TV streaming services have positive impact on sales Univer focuses on spicy sauces

PROSPECTS AND OPPORTUNITIES

The market will become increasingly polarised Rise of authentic, international cuisine will have positive impact on sales Packaging will have eco-friendly focus

CATEGORY DATA

- Table 37 Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023
- Table 38 Sales of Sauces, Dips and Condiments by Category: Value 2018-2023
- Table 39 Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023
- Table 40 Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023
- Table 41 Sales of Liquid Recipe Sauces by Type: % Value 2018-2023
- Table 42 NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023
- Table 43 LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023
- Table 44 Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023
- Table 45 Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028
- Table 46 Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

Sweet Spreads in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chocolate spreads lead growth, thanks to stable contribution of Nutella Hungary bans Ukrainian honey imports in order to support domestic producers Inflationary pressures facilitate trend towards home-made jams

PROSPECTS AND OPPORTUNITIES

Consumers will seek out sweet forms of indulgence Shift towards healthier ingredients Unique flavour combinations will help manufacturers to add value

CATEGORY DATA

Table 49 - Sales of Sweet Spreads by Category: Volume 2018-2023 Table 50 - Sales of Sweet Spreads by Category: Value 2018-2023 Table 51 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023 Table 52 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023 Table 53 - NBO Company Shares of Sweet Spreads: % Value 2019-2023 Table 54 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023 Table 55 - Distribution of Sweet Spreads by Format: % Value 2018-2023 Table 56 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028 Table 57 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028 Table 58 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028 Table 59 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028 Table 59 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028 Table 59 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-inhungary/report.