

Meals and Soups in Hungary

November 2023

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Meals and Soups in Hungary - Category analysis

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

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