

Chocolate Confectionery in Hungary

September 2022

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Chocolate Confectionery in Hungary - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Uncertain times continue to inspire consumers to reach for mood-boosting chocolate confectionery treats

Seasonal chocolates continue to suffer, compounded by a Salmonella outbreak at Easter 2022

Trendy new chocolate bars are launched as consumers become open to innovation and experimentation again

PROSPECTS AND OPPORTUNITIES

Polarisation appears between low-cost private labels and premium brands, due to consumers' variable incomes

Private labels expected to grow in demand as prices rise across the board due to a perfect storm of challenging factors

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DISCLAIMER

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