

Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

September 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy and functional snack trend drives ongoing interest in protein/energy bars

Stockpiling trends return in 2022, due to uncertainties about the neighbouring war and the government price caps on certain products

Healthier variants in popular Győr Édes brand lead the way for further free-from options

PROSPECTS AND OPPORTUNITIES

Private labels will continue to gain from ongoing consumer price-sensitivity

Free-from trends set to gain more traction due to rising number of consumers with food intolerances and allergies

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