

Breakfast Cereals in Hungary

November 2023

Table of Contents

Breakfast Cereals in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures drive changes in packaging strategies
Consumers trade down to cheaper options as cost-of-living crisis deepens
Health-oriented breakfast cereals continue to gain popularity

PROSPECTS AND OPPORTUNITIES

Muesli and granola likely to benefit from premiumisation
Demand for products made with alternative grains expected to increase
Fortification and enrichment set to become more important competitive strategies

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Staple Foods in Hungary - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023
Table 13 - Sales of Staple Foods by Category: Value 2018-2023
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 18 - Penetration of Private Label by Category: % Value 2018-2023
Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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