

# Yoghurt and Sour Milk Products in Hungary

September 2023

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## Yoghurt and Sour Milk Products in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fortified and immune-friendly products hit the shelves, aligning with health trends  
Large sizes rise in popularity, offered in discounter stores  
Danone leads, offering well-established brands to consumers

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Private label becomes increasingly competitive, offering added benefits  
Innovation targets consumers growing taste for novelty  
Reduced sugar and fat content while lactose-free versions increase

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