

# Sweet Spreads in Hungary

November 2023

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## Sweet Spreads in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chocolate spreads lead growth, thanks to stable contribution of Nutella  
Hungary bans Ukrainian honey imports in order to support domestic producers  
Inflationary pressures facilitate trend towards home-made jams

#### PROSPECTS AND OPPORTUNITIES

Consumers will seek out sweet forms of indulgence  
Shift towards healthier ingredients  
Unique flavour combinations will help manufacturers to add value

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-hungary/report](http://www.euromonitor.com/sweet-spreads-in-hungary/report).