



RTD Coffee in Hungary

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Café-style indulgence, flavour innovation and youth demand fuel rapid expansion

INDUSTRY PERFORMANCE

Local country-specific insights: RTD coffee firmly on a growth path

Flavoured RTD coffee as the main growth engine

WHAT'S NEXT?

Country-specific outlook: strong growth potential as coffee culture deepens

Digital and product innovation: flavour, format and "lighter" options

Premiumisation and positioning: RTD coffee as an affordable indulgence

COMPETITIVE LANDSCAPE

Hell Energy Magyarország consolidates leadership with HELL Coffee

Branded RTD coffee gains ground over private label

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Modern grocery as the main platform, with discounters gaining ground

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[Soft Drinks in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

2025 sees the soft drinks market recover as inflation eases and innovation regains momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier formulations, innovation cycles, and small but dynamic categories propel growth in 2025

Value remains central as shoppers remain price conscious despite improving sentiment

WHAT'S NEXT?

Stable growth ahead as innovation, lifestyle shifts, and improved purchasing power support the forecast outlook

Brand owners intensify activity through product diversification and marketing investment

Niche categories emerge as innovation engines for the future

COMPETITIVE LANDSCAPE

Coca-Cola HBC Hungary Kft maintains leadership through portfolio breadth, investment and strong execution

Szentkirályi-Kékkúti Ásványvíz Kft stands out as the most dynamic performer

Private label remains essential for budget-conscious households

CHANNELS

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E-commerce accelerates from a low base, driven by convenience and improved digital infrastructure

Discounters gain ground as shoppers seek value-driven propositions

Foodservice vs retail split

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