



Euromonitor
International

Breakfast Cereals in Hungary

November 2025

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Breakfast Cereals in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functional innovation and convenience drive steady growth in breakfast cereals

INDUSTRY PERFORMANCE

Health, convenience and functional benefits support steady growth in breakfast cereals

Demand for convenience drives the strong performance of RTE cereals in 2025

WHAT'S NEXT?

Breakfast cereal sales are expected to rise as functional innovation and convenience sustain consumer interest

Sustainability and digital access will shape the future of breakfast cereals in Hungary

Health and wellness are expected to drive innovation as functional cereals gain traction

COMPETITIVE LANDSCAPE

Nestlé Hungária Kft increases its lead while local players focus on innovation

Lidl emerges as the most dynamic performer through strong private label expansion

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Supermarkets remains the leading channel despite ongoing share erosion

Retail e-commerce records momentum but breakfast cereals remain a secondary basket item

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Staple Foods in Hungary - Industry Overview

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Price pressure and changing consumer habits influence staple foods in 2025

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INDUSTRY PERFORMANCE

Stagnant sales of staple foods amid macroeconomic pressures in 2025

Demographic shifts and health trends shape the consumption of staple foods

Convenience and sustainability impact the performance of staple foods in Hungary

WHAT'S NEXT?

Rising unit prices and changing consumer habits are set to drive value growth in staple foods

Health focused, functional products are expected to gain traction in Hungary

The integration of digital and physical channels is set to shape the future of staple foods

COMPETITIVE LANDSCAPE

Pick Szeged Zrt strengthens its lead through strong sales of processed meat and seafood
Nádudvari Élelmiszer Kft drives dynamism as private label quality rises in staple foods

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