



**Euromonitor
International**

Cooking Ingredients and Meals in Hungary

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Cooking Ingredients and Meals in Hungary

EXECUTIVE SUMMARY

Consumers seeking convenience and value

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Health, convenience and premiumisation shape demand

Changing lifestyles and hybrid cooking culture

WHAT'S NEXT?

Health-focused reformulation and functional innovation

Younger consumers drive global flavour and digital experimentation

Retail technology reshapes access and personalisation

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Retail transformation intensifies price competition

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Sunflower and olive oil drive category performance

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Health and wellness: Functionality, naturalness and moderation
Technology and sustainability improve efficiency and trust

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Premiumisation and innovation support trading-up despite price sensitivity
Soup leads category growth as consumers embrace quick, comforting formats

WHAT'S NEXT?

Stabel growth supported by urbanisation and modern lifestyles
Health and wellness: Cleaner labels and functional upgrades
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Digital retail and smart technology transform brand engagement

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Chocolate spreads remain the growth engine

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Gradual growth sustained by innovation and value-added offerings

Health and wellness: plant-based, high-protein and natural claims strengthen

Packaging innovation and sustainability shape future direction

COMPETITIVE LANDSCAPE

Ferrero Magyarország maintains leadership through brand power and expansion

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