



Euromonitor  
International

# Meals and Soups in Hungary

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Easing inflation and demand for convenient comfort foods benefit sales

INDUSTRY PERFORMANCE

Value sales continue to climb as convenience and familiarity drive demand  
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  
Technological and manufacturing advances improve range and sustainability

COMPETITIVE LANDSCAPE

Dr Oetker Magyarország Élelmiszer Kft leads the category  
Eisberg emerges as the most dynamic company in 2025

CHANNELS

Modern grocery channels remain dominant  
E-commerce and quick commerce record the fastest growth

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EXECUTIVE SUMMARY

Consumers seeking convenience and value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

## COMPETITIVE LANDSCAPE

Strategic realignment and capacity investment among key players  
Retail transformation intensifies price competition

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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