

Hungary Food and Drink Report Q3 2016

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Abstracts

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BMI View: Rising real wages will drive good growth in Hungary's food, drink and mass grocery retail sectors over 2016. We expect consumers to trade-up price points over our forecast period up to 2020 as they realise gains from a tight labour market. The food and drink sectors will benefit from premiumisation trends that will drive value growth throughout our forecast period. We do note that a weak demographic profile will limit growth opportunities beyond our forecast period.

Key Trends & Industry Developments

A challenging demographic profile will limit growth prospects over the long term in the food industry. Negative demographic trends are also fuelling the decline in alcohol consumption.

As disposable incomes rise, we will see modest growth in the soft drinks sector.

We will see further consolidation in Hungary's mass grocery retail sector.

Contents

BMI Industry View

Key Trends & Industry Developments

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (Hungary 2013-2020)

Drink

Latest Updates

Table: Total Alcoholic Drinks Spending And Consumption (Hungary 2013-2020)

Table: Non-Alcoholic Drinks Sales (Hungary 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Industry Risk/Reward Index

Central And Eastern Europe - Risk/Reward Index

Table: Central & Eastern Europe - Food & Drink Risk/Reward Index, Q316

Hungary Risk/Reward Index

Market Overview

Food

Recent Developments

Market Drivers & Trends

Drink

Recent Developments

Market Drivers & Trends

Mass Grocery Retail

Recent Developments

Market Drivers & Trends

Competitive Landscape

Table: Leading Companies In Hungary's Food Sector

Table: Leading Companies In Hungary's Drink Sector

Table: Leading Companies In Hungary's Mass Grocery Retail Sector

Company Profile

Nestlé Hungary

Mars Hungary

Fornetti Group

Sió-Eckes

Heineken Hungária Kft

Dreher Breweries (SABMiller)

Borsod Breweries (Molson Coors)

Coca-Cola HBC Magyarország (CCH Hungary)

Tesco Global Áruházak Zrt

CBA Kereskedelmi

SPAR Magyarország

Auchan Magyarország

Demographic Forecast

Table: Population Headline Indicators (Hungary 1990-2025)

Table: Key Population Ratios (Hungary 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Hungary 1990-2025)

Table: Population By Age Group (Hungary 1990-2025)

Table: Population By Age Group % (Hungary 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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