

## Chilled and Frozen Processed Food Packaging in Hungary

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The most important consumer trend affecting sales of chilled and frozen processed food in Hungary during 2010 was health awareness, and chilled and frozen processed food benefited from this trend. Chilled and frozen food holds a major advantage in this respect, which is the freshness of the products. Chilled and frozen processed food contains no preservatives, which makes it different from other types of packaged foods, especially canned/preserved food and dried processed food, both of which...

Euromonitor International's Chilled and Frozen Processed Food Packaging in Hungary report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Chilled and Frozen Processed Food Packaging market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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