

Coffee in Hungary

<https://marketpublishers.com/r/C4AAA5EE585EN.html>

Date: December 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: C4AAA5EE585EN

Abstracts

The Hungarian coffee industry faced headwinds in 2023 due to deteriorating economic conditions and rising prices. Consumers became more price-sensitive, opting for cheaper private label coffee products or even reducing their overall coffee consumption. Among the various coffee products, fresh coffee beans fared the best, experiencing the least decline in volume sales. This trend is attributed to the growing popularity of preparing high-quality coffee at home, facilitated by increasing coffee mac...

Euromonitor International's Coffee in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

Get a detailed picture of the Coffee 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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