

# Fortified/Functional Beverages in Hungary

<https://marketpublishers.com/r/FFE5A68F4E1EN.html>

Date: February 2022

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: FFE5A68F4E1EN

## Abstracts

The health and wellness trend has been growing in Hungary for some time and this has been further bolstered by the COVID-19 pandemic, as more consumers are now paying attention to their overall health. This has been largely beneficial for FF beverages as many consumers have been turning to such beverages to get extra vitamins, minerals, and energy. FF bottled water for example is meant to be seen as double the goodness as not only does it quench thirst, but also has added value with the extra be...

Euromonitor International's Fortified/Functional Beverages in Hungary report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Hot Drinks, FF Soft Drinks.

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

### Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages 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.

## Contents

### FORTIFIED/FUNCTIONAL BEVERAGES IN HUNGARY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

FF beverages grows in popularity thanks to the COVID-19 pandemic

More players produce FF energy drinks

Functional bottled water becomes increasingly visible

#### PROSPECTS AND OPPORTUNITIES

FF beverages expected to thrive in the future thanks to growing health and wellness

FF energy drinks become increasingly sought after

Price sensitivity remains an ongoing threat for FF beverages

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional RTD Tea: % Value 2016-2021

Table 8 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 9 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 10 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 11 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 12 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN HUNGARY

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

## MARKET DATA

Table 13 Sales of Health and Wellness by Type: Value 2016-2021

Table 14 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 15 Sales of Health and Wellness by Category: Value 2016-2021

Table 16 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 19 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 20 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 21 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 22 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 23 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 24 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Fortified/Functional Beverages in Hungary

Product link: <https://marketpublishers.com/r/FFE5A68F4E1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FFE5A68F4E1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970