

# Packaged Food in Hungary

<https://marketpublishers.com/r/PCFDD2A0D53EN.html>

Date: December 2020

Pages: 254

Price: US\$ 7,150.00 (Single User License)

ID: PCFDD2A0D53EN

## Abstracts

At the start of 2020 the Hungarian economy was experiencing strong growth with above average growth in packaged food sales in retail volume and retail value compared to other EU countries. Thanks to low unemployment and household's strengthening purchasing power, many Hungarian households entered the pandemic period in good financial standing. However, the impact of COVID-19 on packaged food was significant. As the COVID-19 pandemic spread across the world, the Hungarian government implemented m...

Euromonitor International's Packaged Food 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 2015-2019, 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 new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

### Why buy this report?

Get a detailed picture of the Packaged Food 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

### EXECUTIVE SUMMARY

COVID-19 impact on packaged food

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for packaged food?

### FOODSERVICE

Sales to Foodservice

Sales of packaged food to foodservice outlets negatively affected by COVID-19 in 2020

Benefit card likely to assist in recovery of packaged food to foodservice over the forecast period

Manufacturers and distributors to foodservice become more adaptable and shift focus to retail to survive the pandemic

Consumer Foodservice

Some restaurants protected by domestic tourism in 2020

Foodservice set to recover over the forecast period as government supports outlets in the form of the SZ?P-card

Fast foods less impacted by the pandemic as outlets are allowed to operate during lockdown in 2020

### Category Data

Table 1 Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 2 Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 3 Forecast Foodservice Sales of Packaged Food by Category: Volume 2020-2025

Table 4 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2020-2025

CHART 1 Packaged Food Value Sales Growth Scenarios: 2017-2024

CHART 2 Packaged Food Impact of Drivers on Value Sales: 2016-2024

### MARKET DATA

Table 5 Sales of Packaged Food by Category: Volume 2015-2020

Table 6 Sales of Packaged Food by Category: Value 2015-2020

Table 7 Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 8 Sales of Packaged Food by Category: % Value Growth 2015-2020

Table 9 GBO Company Shares of Packaged Food: % Value 2016-2020

Table 10 NBO Company Shares of Packaged Food: % Value 2016-2020

Table 11 LBN Brand Shares of Packaged Food: % Value 2017-2020

Table 12 Penetration of Private Label by Category: % Value 2015-2020

Table 13 Distribution of Packaged Food by Format: % Value 2015-2020

Table 14 Distribution of Packaged Food by Format and Category: % Value 2020

Table 15 Forecast Sales of Packaged Food by Category: Volume 2020-2025

Table 16 Forecast Sales of Packaged Food by Category: Value 2020-2025

Table 17 Forecast Sales of Packaged Food by Category: % Volume Growth 2020-2025

Table 18 Forecast Sales of Packaged Food by Category: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Packaged Food in Hungary

Product link: <https://marketpublishers.com/r/PCFDD2A0D53EN.html>

Price: US\$ 7,150.00 (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/PCFDD2A0D53EN.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