

# Univer Product Zrt in Packaged Food (Hungary)

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## Abstracts

Univer Product Zrt is expected to remain a relevant player in baby food and sauces, dressings and condiments over the forecast period. The company is projected to focus on developing healthier products, with fewer or no additives, as well as functionally fortified products in both categories to meet consumers' needs. In addition, it is predicted to promote its Univer brand and occasionally sell its products at reduced prices. The player is not expected to enter other packaged food categories,...

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**Product coverage:** Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

**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.

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