



Bottled Water in Hungary

December 2025

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Bottled Water in Hungary - Category analysis

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2025 DEVELOPMENTS

Bottled water returns to growth as prices stabilise and DRS disruption eases

INDUSTRY PERFORMANCE

Bottled water benefits from easing inflation and health-led demand

Functional bottled water leads growth as consumers seek more than simple hydration

WHAT'S NEXT?

Steady growth outlook supported by health trends and expanding flavoured and functional segments

Functional water innovation intensifies as brands compete on benefits rather than flavour alone

Flavoured water and healthier positioning will benefit from wellness and sustainability trends

COMPETITIVE LANDSCAPE

Private label retains the largest share but faces renewed competition from strong brands

Functional water specialists and brand extensions drive the strongest growth

CHANNELS

Hypermarkets lead but discounters and supermarkets gain ground in bottled water distribution

E-commerce grows rapidly from a small base, supported by digital grocery adoption

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Soft Drinks in Hungary - Industry Overview

EXECUTIVE SUMMARY

2025 sees the soft drinks market recover as inflation eases and innovation regains momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier formulations, innovation cycles, and small but dynamic categories propel growth in 2025

Value remains central as shoppers remain price conscious despite improving sentiment

WHAT'S NEXT?

Stable growth ahead as innovation, lifestyle shifts, and improved purchasing power support the forecast outlook

Brand owners intensify activity through product diversification and marketing investment

Niche categories emerge as innovation engines for the future

COMPETITIVE LANDSCAPE

Coca-Cola HBC Hungary Kft maintains leadership through portfolio breadth, investment and strong execution

Szentkirályi-Kékkúti Ásványvíz Kft stands out as the most dynamic performer

Private label remains essential for budget-conscious households

CHANNELS

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E-commerce accelerates from a low base, driven by convenience and improved digital infrastructure

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