



**Euromonitor
International**

Street Stalls/Kiosks in Hungary

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Landscape becoming more consolidated

INDUSTRY PERFORMANCE

Healthy value growth in 2025

Chains making gains

Value sales supported by on-the-go consumption

WHAT'S NEXT?

Muted constant value growth over forecast period

Growth in eat-in options

Space both for chained and independent outlets to grow, with differing focuses

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Fornetti holds on to commanding lead

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DISCLAIMER

Consumer Foodservice in Hungary - Industry Overview

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Continuing resilience in challenging environment

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Value sales increase, though profit margins remain under pressure

Delivery online ordering now crucial revenue stream

Experience and loyalty programmes increasingly important

WHAT'S NEXT?

Outlook uncertain

Space for innovation, though traditional still dominates

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

McDonald's continues to lead

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