



Baked Goods in Hungary

November 2025

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Baked Goods in Hungary - Category analysis

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2025 DEVELOPMENTS

Indulgence, convenience, and frozen formats drive sales of baked goods

INDUSTRY PERFORMANCE

Premium and indulgent baked goods outperform basic staples amid cost-of-living pressures

Convenience and brand trust fuel rising demand for dessert mixes in Hungary

WHAT'S NEXT

Sales of baked goods will be driven by premium, convenient and indulgent offerings

Health-focused options are set to gain momentum as consumers seek gluten-free, wholegrain, and free-from goods

Sustainability and regulatory trends are expected to shape the future of baked goods

COMPETITIVE LANDSCAPE

Ceres Sütoipari Zrt retains its lead while discounters expands its ranges

Ferrero and Mondelez gain momentum as premium bakery innovation accelerates

CHANNELS

Discounters leads distribution while improving its share through appealing price points

Convenience retailers gain ground as retail e-commerce remains constrained by frozen logistics

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Staple Foods in Hungary - Industry Overview

EXECUTIVE SUMMARY

Price pressure and changing consumer habits influence staple foods in 2025

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INDUSTRY PERFORMANCE

Stagnant sales of staple foods amid macroeconomic pressures in 2025

Demographic shifts and health trends shape the consumption of staple foods

Convenience and sustainability impact the performance of staple foods in Hungary

WHAT'S NEXT?

Rising unit prices and changing consumer habits are set to drive value growth in staple foods

Health focused, functional products are expected to gain traction in Hungary

The integration of digital and physical channels is set to shape the future of staple foods

COMPETITIVE LANDSCAPE

Pick Szeged Zrt strengthens its lead through strong sales of processed meat and seafood

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