



Euromonitor
International

Concentrates in Hungary

December 2025

Table of Contents

Concentrates in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and familiarity keep concentrates relevant

INDUSTRY PERFORMANCE

Concentrates maintain growth as value proposition holds firm

Liquid concentrates remain the growth engine

WHAT'S NEXT?

Steady, value-led growth expected over the forecast period

Innovation in flavours, formats and healthier recipes

Local champions to remain at the heart of category development

COMPETITIVE LANDSCAPE

Pölöskei and Bolero set the tone in liquid and powder segments

New powder entrants intensify competition and expand choice

CHANNELS

Modern grocery remains the core route to market

Discounters surge while e-commerce builds from a low base

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 3 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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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 Asványvíz Kft stands out as the most dynamic performer

Private label remains essential for budget-conscious households

CHANNELS

Hypermarkets remain the leading channel, though share continues to erode

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

Discounters gain ground as shoppers seek value-driven propositions

Foodservice vs retail split

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Hungary

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SOURCES

Summary 2 - Research Sources

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