Tea in Hungary

December 2025

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Tea in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price fatigue, fragile tea culture and wellness-led niches shape performance in a soft market

INDUSTRY PERFORMANCE

Weak tea culture and price sensitivity keep the category on a downward path despite easing inflation

Fruit and herbal teas remain the core engine of value as wellness positioning sustains interest

WHAT'S NEXT?

Tea expected to record modest value growth as consumption broadens beyond winter remedies

Fruit and herbal teas to lead innovation as brands leverage functionality, flavour diversity and new formats

Private label expansion in wellness-led teas to shape competition and improve accessibility

COMPETITIVE LANDSCAPE

Pickwick maintains leadership through breadth of range, legacy trust and everyday accessibility

Private label outperforms as price sensitivity rises and retailer brands broaden their ranges

CHANNELS

Large-format grocery remains central while gradually ceding share to discounters and online

Discounters and e-commerce gain importance as value and convenience reshape purchasing habits

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Hot Drinks in Hungary - Industry Overview

EXECUTIVE SUMMARY

High prices, global supply disruption and weakening consumer confidence shape a challenging year for hot drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience-driven premiumisation in coffee pods continues despite pressures in the broader market

Fruit and herbal teas gain traction as wellness needs intensify and consumers seek functional comfort

Price sensitivity remains a defining force in consumer decision-making and shapes all hot drinks categories

WHAT'S NEXT?

Modest value growth ahead as stabilising inflation, improved availability and renewed category engagement support recovery

Coffee culture remains the dominant long-term force as home-brewing, RTD formats and premium experiences drive modernisation

Functional innovation and health-aligned reformulation will accelerate across hot drinks, with fruit/herbal tea and cocoa leading diversification

COMPETITIVE LANDSCAPE

CHANNELS

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

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SOURCES

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