



RTD Tea in Hungary

December 2025

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RTD Tea in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led reformulation and stronger value cues underpin RTD tea growth

INDUSTRY PERFORMANCE

RTD tea consolidates its recovery

Reduced-sugar RTD tea drives incremental growth and premiumisation

WHAT'S NEXT?

Steady growth underpinned by wellness and variety

Digital and product innovation: reformulation, flavour expansion and pack diversification

Reducing seasonality and embedding RTD tea in everyday routines

COMPETITIVE LANDSCAPE

Hell Energy Magyarország extends its lead with Xixo

Branded RTD teas gain ground as private label comes under pressure

CHANNELS

Modern grocery remains core, with discounters in the lead

E-commerce gains traction as a complementary growth engine

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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

Hypermarkets remain the leading channel, though share continues to erode

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

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