



# Energy Drinks in Hungary

December 2025

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## Energy Drinks in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

New youth sales ban slows but does not derail energy drinks growth

#### INDUSTRY PERFORMANCE

Growth moderates as regulation and high prices reshape consumer behaviour

Reduced sugar formats outpace the wider category

#### WHAT'S NEXT?

Energy drinks expected to maintain growth in a more regulated environment

Healthier positioning and functionality guide innovation

Legislative tightening and adjacent categories reshape the competitive context

#### COMPETITIVE LANDSCAPE

Hell Energy Magyarország Kft consolidates domestic leadership

Red Bull and multinational competitors drive premium and flavour-led growth

#### CHANNELS

Hypermarkets remain key but discounters continue to gain importance

Discounters and e-commerce emerge as the most dynamic routes to market

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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 Aszárvíz 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

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