



Juice in Hungary

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Weak demand persists as affordability pressures push consumers away from juice

INDUSTRY PERFORMANCE

Consumers cut back on juice volumes and shift to cheaper alternatives

Juice drinks prove more resilient as value-focused and versatile segment

WHAT'S NEXT?

Gradual recovery expected, led by premium one hundred percent juice and functional blends

Functional and added-value innovation reshapes the competitive landscape

Health and wellness trends support premium tiers and convenient formats

COMPETITIVE LANDSCAPE

Sió-Eckes Kft retains leadership through strong brands and health-focused innovation

Maspex Olympos Kft and private label outperform the market amid ongoing decline

CHANNELS

Hypermarkets remain key but lose ground to discounters and convenience-orientated formats

E-commerce grows rapidly from a low base as digital grocery adoption increases

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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

Discounters gain ground as shoppers seek value-driven propositions

Foodservice vs retail split

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