



Euromonitor
International

Sports Drinks in Hungary

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks gain traction as active lifestyles and hydration awareness strengthen

INDUSTRY PERFORMANCE

Rising active lifestyles and health focus underpin category expansion
Reduced sugar sports drinks lead growth as consumers balance performance and sugar concerns

WHAT'S NEXT?

Further volume growth expected as sports drinks reach a wider mainstream audience
Innovation focuses on lighter formulations today, with scope for more advanced concepts later
Adjacent categories intensify competition as functional benefits spread across soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola HBC Hungary Kft maintains clear leadership with Powerade
Coca-Cola HBC Hungary Kft also posts the strongest growth as competitors struggle for space

CHANNELS

Hypermarkets lead sales but discounters and online channels gain relevance
E-commerce becomes the most dynamic channel as shoppers embrace digital grocery

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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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