



Rice, Pasta and Noodles in Hungary

November 2025

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2025 DEVELOPMENTS

Affordability and innovation drive growth in rice, pasta and noodles in Hungary

INDUSTRY PERFORMANCE

Instant noodle innovation and inflation-driven trading sustain growth in rice, pasta and noodles

Convenience, affordability and restaurant-inspired flavours drive growth for instant noodles

WHAT'S NEXT?

Modest growth is expected in rice, pasta and noodles driven by convenience and innovation

Health and wellness will increasingly shape rice, pasta and noodles across the forecast period

Regulatory and sustainability trends are expected to influence the forecast period

COMPETITIVE LANDSCAPE

Tesco-Globál Áruházak Zrt maintains its leading position despite losing share

Young-Trade Kft emerges as the most dynamic player in rice, pasta and noodles

CHANNELS

Discounters improves its lead in distribution thanks to affordable price points

Mainstream retail chains support strong growth for retail e-commerce

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Staple Foods in Hungary - Industry Overview

EXECUTIVE SUMMARY

Price pressure and changing consumer habits influence staple foods in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stagnant sales of staple foods amid macroeconomic pressures in 2025
Demographic shifts and health trends shape the consumption of staple foods
Convenience and sustainability impact the performance of staple foods in Hungary

WHAT'S NEXT?

Rising unit prices and changing consumer habits are set to drive value growth in staple foods
Health focused, functional products are expected to gain traction in Hungary
The integration of digital and physical channels is set to shape the future of staple foods

COMPETITIVE LANDSCAPE

Pick Szeged Zrt strengthens its lead through strong sales of processed meat and seafood
Nádudvari Élelmiszer Kft drives dynamism as private label quality rises in staple foods

CHANNELS

Discounters strengthens its lead through a broad assortments and appealing price points
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