



Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-conscious choices inform market growth
Private label remains popular against a backdrop of economic uncertainty
Gen Z driving demand for protein/energy bars and convenient snacks

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Healthier products likely to remain key growth drivers
Cereal bars competing for snacking dominance
Consumers shifting towards smarter snacking options

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Snacks in Hungary - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-hungary/report.