



**Euromonitor  
International**

# Sweet Spreads in Hungary

November 2025

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## Sweet Spreads in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Novelty options, brand loyalty and interest in premium products offer opportunities

#### INDUSTRY PERFORMANCE

Premium launches and familiar favourites sustain growth

Chocolate spreads remain the growth engine

Premium honeys counterbalance volume stagnation in jams

#### WHAT'S NEXT?

Gradual growth sustained by innovation and value-added offerings

Health and wellness: plant-based, high-protein and natural claims strengthen

Packaging innovation and sustainability shape future direction

#### COMPETITIVE LANDSCAPE

Ferrero Magyarország maintains leadership through brand power and expansion

Private label and functional spreads drive competitive dynamism

Honey specialists and local producers adapt to new consumer values

#### CHANNELS

Modern grocery channels dominate distribution

E-commerce and delivery platforms gain traction

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Consumers seeking convenience and value

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Health, convenience and premiumisation shape demand

Changing lifestyles and hybrid cooking culture

#### WHAT'S NEXT?

Health-focused reformulation and functional innovation

Younger consumers drive global flavour and digital experimentation

Retail technology reshapes access and personalisation

## COMPETITIVE LANDSCAPE

Strategic realignment and capacity investment among key players

Retail transformation intensifies price competition

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-hungary/report](http://www.euromonitor.com/sweet-spreads-in-hungary/report).