



Cooking Ingredients and Meals in Hungary

November 2025

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Cooking Ingredients and Meals in Hungary

EXECUTIVE SUMMARY

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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E-commerce and smart retail become key growth frontiers

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Sunflower and olive oil drive category performance

WHAT'S NEXT?

Steady growth led by health and functional innovation
Health and wellness: Functionality, naturalness and moderation
Technology and sustainability improve efficiency and trust

COMPETITIVE LANDSCAPE

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Easing inflation and demand for convenient comfort foods benefit sales

INDUSTRY PERFORMANCE

Value sales continue to climb as convenience and familiarity drive demand
Premiumisation and innovation support trading-up despite price sensitivity
Soup leads category growth as consumers embrace quick, comforting formats

WHAT'S NEXT?

Stabel growth supported by urbanisation and modern lifestyles
Health and wellness: Cleaner labels and functional upgrades
Technological and manufacturing advances improve range and sustainability

COMPETITIVE LANDSCAPE

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Cooking ingredients and condiments lead category growth

Innovation and premium flavour profiles lift value perception

WHAT'S NEXT?

Moderate but resilient growth ahead

Health and wellness: cleaner labels, allergen-free and vegan options gain ground

Digital retail and smart technology transform brand engagement

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Unilever Magyarország retains leadership through brand equity and visibility

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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

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Honey specialists and local producers adapt to new consumer values

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