



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Hungary

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed meat, seafood and alternatives to meat record value growth despite volume challenges

INDUSTRY PERFORMANCE

Value sales rise while health concerns and flexitarian shifts challenge demand

Grilling culture, flavour innovation and discounters fuel growth in processed meat

WHAT'S NEXT?

Poultry and frozen seafood are set to drive modest growth as red meat faces continued volume pressures

Health and flexitarian trends are set to drive innovation across the forecast period

Sustainability and digital innovation will influence the future of processed meat, seafood and alternatives to meat

COMPETITIVE LANDSCAPE

Pick Szeged Zrt improves its leads amid regulation and innovation

Nádudvari Élelmiszer Kft drives growth through a strong performance in frozen processed poultry

CHANNELS

Discounters leads processed meat, seafood and alternatives to meat through private label growth

Online campaigns, improved logistics and convenience support growth for retail e-commerce

CATEGORY DATA

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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

Retail e-commerce and hybrid stores drive dynamic growth in Hungary's staple foods

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