



**Euromonitor
International**

Meals and Soups in Hungary

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Dr Oetker Magyarország Élelmiszer Kft leads the category
Eisberg emerges as the most dynamic company in 2025

CHANNELS

Modern grocery channels remain dominant
E-commerce and quick commerce record the fastest growth

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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

CHANNELS

Discounters dominate everyday shopping missions
E-commerce and smart retail become key growth frontiers

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