



**Euromonitor
International**

Concentrates in Hungary

December 2025

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Concentrates in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and familiarity keep concentrates relevant

INDUSTRY PERFORMANCE

Concentrates maintain growth as value proposition holds firm

Liquid concentrates remain the growth engine

WHAT'S NEXT?

Steady, value-led growth expected over the forecast period

Innovation in flavours, formats and healthier recipes

Local champions to remain at the heart of category development

COMPETITIVE LANDSCAPE

Pölöskei and Bolero set the tone in liquid and powder segments

New powder entrants intensify competition and expand choice

CHANNELS

Modern grocery remains the core route to market

Discounters surge while e-commerce builds from a low base

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Soft Drinks in Hungary - Industry Overview

EXECUTIVE SUMMARY

2025 sees the soft drinks market recover as inflation eases and innovation regains momentum

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier formulations, innovation cycles, and small but dynamic categories propel growth in 2025

Value remains central as shoppers remain price conscious despite improving sentiment

WHAT'S NEXT?

Stable growth ahead as innovation, lifestyle shifts, and improved purchasing power support the forecast outlook

Brand owners intensify activity through product diversification and marketing investment

Niche categories emerge as innovation engines for the future

COMPETITIVE LANDSCAPE

Coca-Cola HBC Hungary Kft maintains leadership through portfolio breadth, investment and strong execution

Szentkirályi-Kékkúti Asványvíz Kft stands out as the most dynamic performer

Private label remains essential for budget-conscious households

CHANNELS

Hypermarkets remain the leading channel, though share continues to erode

E-commerce accelerates from a low base, driven by convenience and improved digital infrastructure

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