



Euromonitor
International

Cafés/Bars in Hungary

March 2026

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Cafés/Bars in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing polarisation

INDUSTRY PERFORMANCE

Local neighbourhood bars under pressure

Juice/smoothie bars gains most value share

Eat-in still dominant, though home delivery growing revenue stream

WHAT'S NEXT?

Increasing polarisation over forecast period

On-site consumption continues to dominate

Innovation, along with tradition, key to success

COMPETITIVE LANDSCAPE

Starbucks leads in fragmented landscape

Tchibo gains most value share

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Consumer Foodservice in Hungary - Industry Overview

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Continuing resilience in challenging environment

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Value sales increase, though profit margins remain under pressure

Delivery online ordering now crucial revenue stream

Experience and loyalty programmes increasingly important

WHAT'S NEXT?

Outlook uncertain

Space for innovation, though traditional still dominates

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

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