



Euromonitor  
International

# Sports Drinks in Hungary

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sports drinks gain traction as active lifestyles and hydration awareness strengthen

### INDUSTRY PERFORMANCE

Rising active lifestyles and health focus underpin category expansion

Reduced sugar sports drinks lead growth as consumers balance performance and sugar concerns

### WHAT'S NEXT?

Further volume growth expected as sports drinks reach a wider mainstream audience

Innovation focuses on lighter formulations today, with scope for more advanced concepts later

Adjacent categories intensify competition as functional benefits spread across soft drinks

### COMPETITIVE LANDSCAPE

Coca-Cola HBC Hungary Kft maintains clear leadership with Powerade

Coca-Cola HBC Hungary Kft also posts the strongest growth as competitors struggle for space

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Hypermarkets lead sales but discounters and online channels gain relevance

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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 Ásványvíz Kft stands out as the most dynamic performer

Private label remains essential for budget-conscious households

## CHANNELS

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

Discounters gain ground as shoppers seek value-driven propositions

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