



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Hungary

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Volume Sales Remain Flat, While Value Sales Show Some Growth

Chart 1 - Detki Expands into Wafers to Offer Affordable Indulgence

Stapling of Snacks Boosts Snack Bars

Chart 2 - Rice up Zero Expands Snack Bars, Reaching Pharmacies

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Protein and Fruit Snacks Broaden Appeal with Functional Innovation

Convenience and Clean Labels Drive Manufacturer Strategies

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Heritage Brands to Defend Lead as Fragmentation Increases

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Discounters Attract Value-Seeking Shoppers with Affordable Options

On-The-Go Formats and Value Packs Fuel Retail Channel Growth

Retail E-Commerce Expands Reach, but Remains a Niche Channel

Chart 10 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

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[Snacks in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Robust Sales Growth Supported by Demand for Indulgence

Chart 17 - Champions League Fever Boosts Savoury Snacks

Brands Adapt Pack Sizes to Drive Affordable Luxury

Multipacks and Affordability Reshape Shopper Behaviour

Chart 18 - Smaller Sizes and Multipacks Boost Affordability in Ice Cream

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Gen Z Drives Flavour Innovation, While Private Labels Expand

Savoury Snacks Maintain Popularity as Affordable Indulgence Accelerates

Evolving Shopper Behaviour Sparks Demand for Experiential and Functional Snacks

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Sustains Leadership as Rivals Focus on Portfolio Breadth

Magnum Demerger Enables Focused Ice Cream Growth and Brand Strategy

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Discounters Win over Value-Seeking Shoppers as Hypermarkets Lose Pace

Automated Stores Reshape Impulse Snacking in Urban Hotspots

Retail E-Commerce Lags Due to Cost and Speed Barriers

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

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