



Sweet Spreads in Hungary

November 2025

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Sweet Spreads in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Novelty options, brand loyalty and interest in premium products offer opportunities

INDUSTRY PERFORMANCE

Premium launches and familiar favourites sustain growth

Chocolate spreads remain the growth engine

Premium honeys counterbalance volume stagnation in jams

WHAT'S NEXT?

Gradual growth sustained by innovation and value-added offerings

Health and wellness: plant-based, high-protein and natural claims strengthen

Packaging innovation and sustainability shape future direction

COMPETITIVE LANDSCAPE

Ferrero Magyarország maintains leadership through brand power and expansion

Private label and functional spreads drive competitive dynamism

Honey specialists and local producers adapt to new consumer values

CHANNELS

Modern grocery channels dominate distribution

E-commerce and delivery platforms gain traction

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Consumers seeking convenience and value

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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

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Retail transformation intensifies price competition

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