



Euromonitor
International

Meals and Soups in Hungary

November 2025

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Meals and Soups in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Easing inflation and demand for convenient comfort foods benefit sales

INDUSTRY PERFORMANCE

Value sales continue to climb as convenience and familiarity drive demand

Premiumisation and innovation support trading-up despite price sensitivity

Soup leads category growth as consumers embrace quick, comforting formats

WHAT'S NEXT?

Stable growth supported by urbanisation and modern lifestyles

Health and wellness: Cleaner labels and functional upgrades

Technological and manufacturing advances improve range and sustainability

COMPETITIVE LANDSCAPE

Dr Oetker Magyarország Élelmiszer Kft leads the category

Eisberg emerges as the most dynamic company in 2025

CHANNELS

Modern grocery channels remain dominant

E-commerce and quick commerce record the fastest growth

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Cooking Ingredients and Meals in Hungary - Industry Overview

EXECUTIVE SUMMARY

Consumers seeking convenience and value

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INDUSTRY PERFORMANCE

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

Strategic realignment and capacity investment among key players
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