

# Cheese in Hungary

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

With prices reducing, retail volume sales of cheese rise in 2023  
Various packaging sizes become available to support reduced budgets  
Medve aligns new product developments towards convenience and health

#### PROSPECTS AND OPPORTUNITIES

Downshifting to private label as consumers appreciate affordable quality  
Hard time for unpackaged cheese as consumers preference packaged options  
The outbreak of COVID-19 supports an ongoing interest in grilling

#### CATEGORY DATA

Table 1 - Sales of Cheese by Category: Volume 2018-2023  
Table 2 - Sales of Cheese by Category: Value 2018-2023  
Table 3 - Sales of Cheese by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Cheese by Category: % Value Growth 2018-2023  
Table 5 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023  
Table 6 - Sales of Soft Cheese by Type: % Value 2018-2023  
Table 7 - Sales of Hard Cheese by Type: % Value 2018-2023  
Table 8 - NBO Company Shares of Cheese: % Value 2019-2023  
Table 9 - LBN Brand Shares of Cheese: % Value 2020-2023  
Table 10 - Distribution of Cheese by Format: % Value 2018-2023  
Table 11 - Forecast Sales of Cheese by Category: Volume 2023-2028  
Table 12 - Forecast Sales of Cheese by Category: Value 2023-2028  
Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028  
Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

#### MARKET DATA

Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023  
Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023  
Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023  
Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023  
Table 19 - Penetration of Private Label by Category: % Value 2018-2023  
Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023  
Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028  
Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cheese-in-hungary/report](http://www.euromonitor.com/cheese-in-hungary/report).