

# Processed Meat, Seafood and Alternatives To Meat in Hungary

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smaller retailers rationalise chilled and frozen assortments as energy costs soar  
Trading down and price promotions temper decline in overall retail volume sales  
Discounters channel continues to make distribution gains

### PROSPECTS AND OPPORTUNITIES

Processed seafood well positioned to benefit from falling consumption of red meat  
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