

# Food & Grocery Retailing in Hungary Market - Hypermarkets, Supermarkets, and Hard Discounters Will Boost the Market

PUNE, INDIA, April 13, 2018 /EINPresswire.com/ -- WiseGuyReports.com with their unique quality of simplifying the market research study, presents a deep diving study report "Food & Grocery Retailing in Hungary, Market Shares, Summary & Forecasts to 2021"

## Food & Grocery Retailing in Hungary

### Overview

"Food & Grocery Retailing in Hungary, Market Shares, Summary & Forecasts to 2021", provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to Hungary retail environment. In addition, it analyzes the key consumer trends influencing Hungary food and grocery retail industry.

The recovery of economic growth, increase in wages, and increasing awareness of healthy eating habits will drive sector sales over the forecast period. However, economic uncertainty over the past few years has made Hungarians shift their preference to private label brands that offer better value, and this trend will continue during the 2016 -2021 period.

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### Companies mentioned

Reál Élelmiszer

Auchan

Penny

Aldi

Real PONT

### Food & Grocery Retailing in Hungary Major Outlook

- A host of favourable factors drive retail sales growth
- Sector sales to register steady growth over the forecast period
- International players have a dominant presence
- Hypermarkets, supermarkets and hard discounters lose share

- Top 3 retailers accounted for a share of 39.6% in 2016
- Tesco is leading the market with a market in 2016

## Food & Grocery Retailing in Hungary - Competitive Analysis

Key players are making innovative developments in Food & Grocery Retailing in Hungary. The same will help in improving the market performance. Heavy investments are made by major players in the R&D sector

### Scope

- Investigate current and forecast behavior trends in food and grocery category to identify the best opportunities to exploit
  - Analysis of key international and domestic players operating in the food and grocery market
  - Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the food and grocery market
  - Analyze the recommended actions to align your marketing strategies with the crucial trends influencing consumer behavior
  - Understand the fastest-growing categories in the market with insights on the performance of individual product categories, across key channels from 2011, with forecasts until 2021
  - Analysis of key international and domestic players operating in Slovak Republic retail market - including store counts and revenues that give you a competitive edge and identify opportunities to improve your market share.
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For Detailed Reading Please visit @ <https://www.wiseguyreports.com/reports/3080052-food-grocery-retailing-in-hungary-market-shares-summary-forecasts-to-2021>

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