

Voice of the consumer





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What defines the modern Hungarian consumer and what drives their purchasing decisions in today's evolving market?

Our latest Voice of the Consumer market report addresses these critical questions, providing valuable insights for both consumers and businesses. **Hungarian consumers are increasingly price-sensitive while simultaneously raising their expectations for quality, health and convenience.** This shift presents both challenges and opportunities for manufacturers and retailers aiming to effectively engage with consumers amid changing preferences.

The 2025 edition of our report is particularly relevant given the significant changes over the past year. **Inflation concerns and geopolitical tensions are impacting consumer sentiment, making financial considerations a top priority in purchasing behaviour.** Despite the focus on prices, Hungarian consumers are becoming more discerning, actively seeking high-quality products that align with their personal values.

Sustainability is another key theme in consumer preferences, although progress in mainstreaming consumer choices remains slow. While initial worries about climate change have subsided – with only around 30% willing to pay a premium for sustainably-produced goods – awareness of issues like pesticide use and local sourcing is on the rise. This presents an opportunity for manufacturers to implement targeted sustainability initiatives that resonate with evolving consumer values.

Health and convenience continue to gain importance, particularly among younger Hungarian consumers and professionals. A shift from brand loyalty to preferences for fresh, seasonal products indicates a fundamental change towards healthier eating habits. Notably, around 60% willing to increase spending on fresh, nutritious options, reflecting a trend towards healthier consumption.

Our research delves into the driving forces behind these trends and the uncertainties that will shape consumer behaviour in Hungary. This report leverages extensive survey data to empower retailers and manufacturers as they navigate Hungary's dynamic market.

We invite you to explore our findings in **“Voice of the Consumer | 2025 for Hungary and CEE”** This comprehensive analysis aims to equip industry leaders with essential tools to identify growth opportunities and meet the demands of the modern Hungarian consumer effectively.

The average Hungarian consumer prioritises price with rising quality expectations, values health and convenience and is shifting towards sustainability

VOTC report main theses

Consumer preferences are evolving

- **Consumer concerns** in Hungary are **shifting**, with **inflation** and **geopolitical conflict declining** as top worries, while **fears** around **macroeconomic volatility** are **rising** in the region
- **In Hungary, financial considerations, especially price, are driving purchasing behaviour**, but **taste remains vital** – **retailers must balance competitive pricing** with **high-quality offerings** to win consumers
- **Around 60%** of Hungarian consumers expect to **increase their spending** on **fresh products** while cutting back **alcohol** and **snacks**, creating **new pockets of value** for manufacturers and retailers amid **shifting category demands**

Manufacturers: rising product expectations

- **Financial benefits** and **taste** are most likely to **drive brand switching** behaviour in Hungary. However, **health benefits** are **on the rise in driving consumer choices** – **over 50%** are worried **about the risks of ultra-processed food** and **pesticides** in products, **more than food costs**
- Consumers prioritise **freshness** and **seasonality over brand tier**, driven by the **rising quality** and **appeal of private labels** evolving into **private brands**
- **Half of consumers** trust Fast-Moving Consumer Goods (**FMCG**) producers as **facilitators of healthy eating**, so manufacturers should enhance their value proposition by offering **tailored health products** with **better nutritional content** and **lower-calorie options**

Sustainability: still a long way to go

- **Concerns over climate change** among Hungarian consumers **have grown** from 78% in 2024 to 85%, with **only less than 30% willing to pay** a premium for sustainable goods
- To **reduce their impact** on climate change, half of consumers are **changing their purchasing habits** by being **more considerate consumers**
- **Pesticide-free** and **local production** are the key **sustainability metrics** for consumers **in Hungary and CEE**, emphasising the **opportunity for manufacturers to adopt targeted and lean sustainability efforts** instead of broad approaches

Lifestyle: growing health and convenience focus

- **24%** of **Hungarian** consumers would rate their **general health** as **excellent** or **very good**, emphasising an ongoing **trend of growing health consciousness** and **rising affluence** among consumers
- **Hungarians** eat out and consume **on-the-go** and **ready-to-eat meals** **less** than in other CEE countries, but **young consumers are already changing this, with convenience being key to winning the future customer**
- **Millennials** in Hungary are at the **forefront** of the **no-cooking trend**, with **health tech** and **Gen AI on the rise** for balanced and healthy **meal planning** and **menu suggestions**



Key conclusions

Executive summary



Around **60%** of consumers are still concerned about inflation, while fears around macroeconomic volatility are rising in CEE – 6 pp. increase vs 2024



Concerns over climate change among Hungarian consumers have grown from 78% in 2024 to **85%** in 2025



Health risks are a major concern for consumers, over **50%** are worried about the risks of ultra-processed foods and use of pesticides in products, even more than food costs



Hungarian consumers on average tend to eat out less, and are less likely to buy on-the-go or ready meals than consumers in other CEE countries, with around **35%** choosing prepared food at least 2-3 times a month

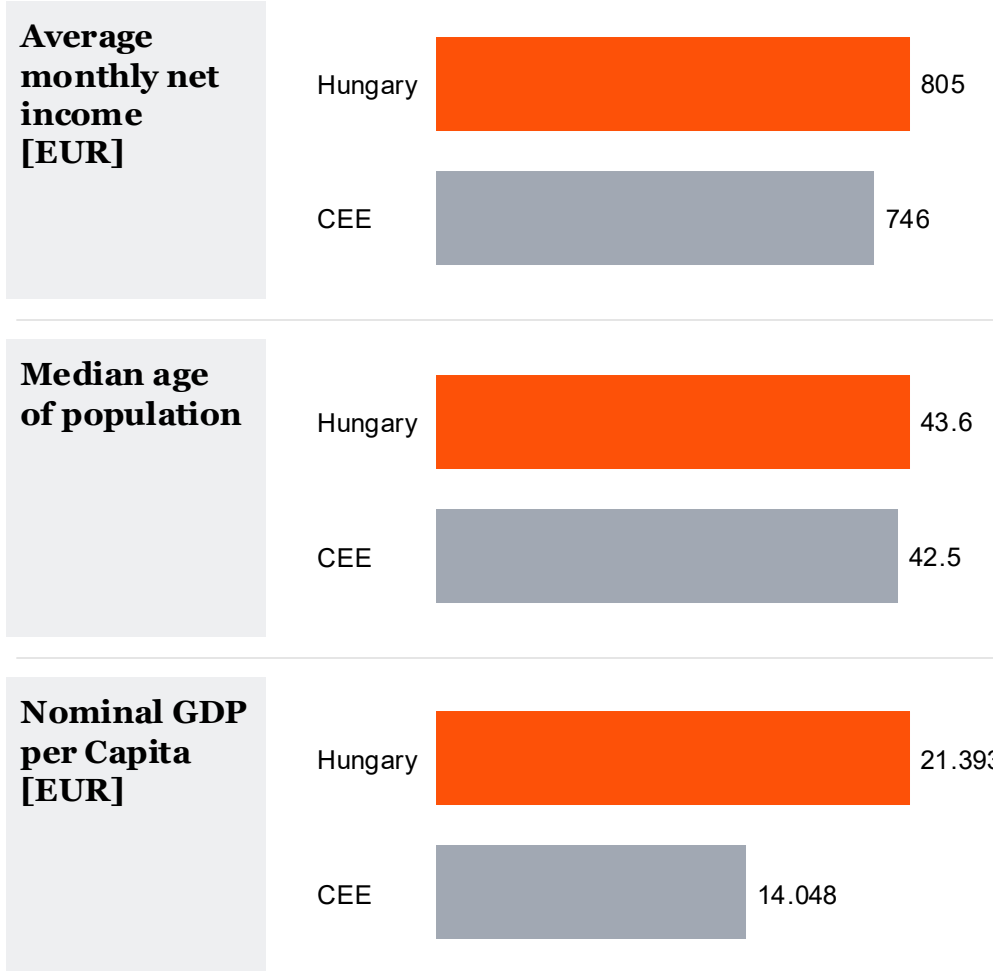
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Consumer preferences
are changing



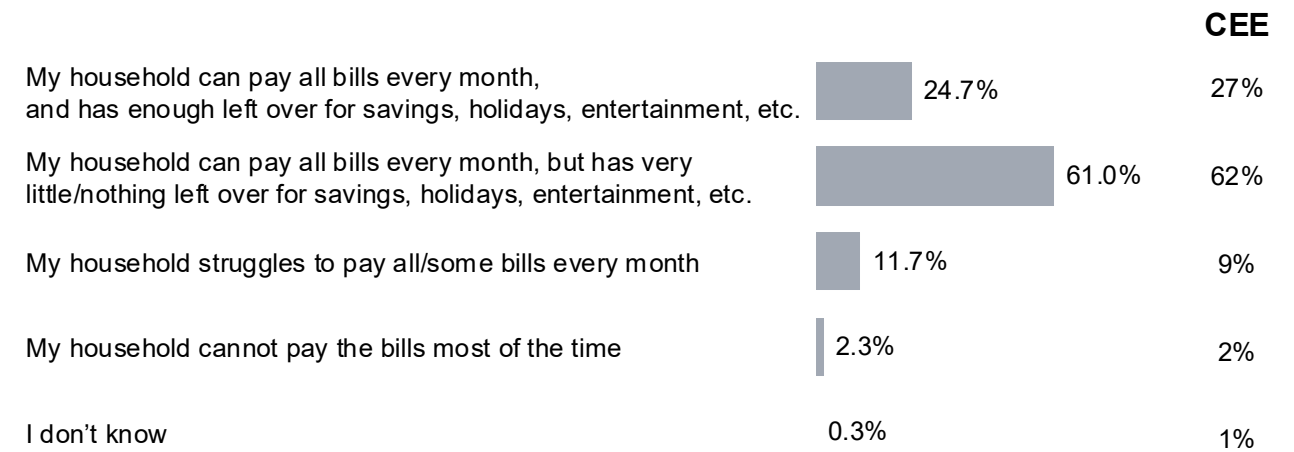
Hungarian consumers are marginally wealthier but slightly less financially confident than CEE averages

Overview of the Hungarian consumer profile



Financial situation

In Hungary around 25% of consumers feel financially secure, compared to 27% in CEE



46%

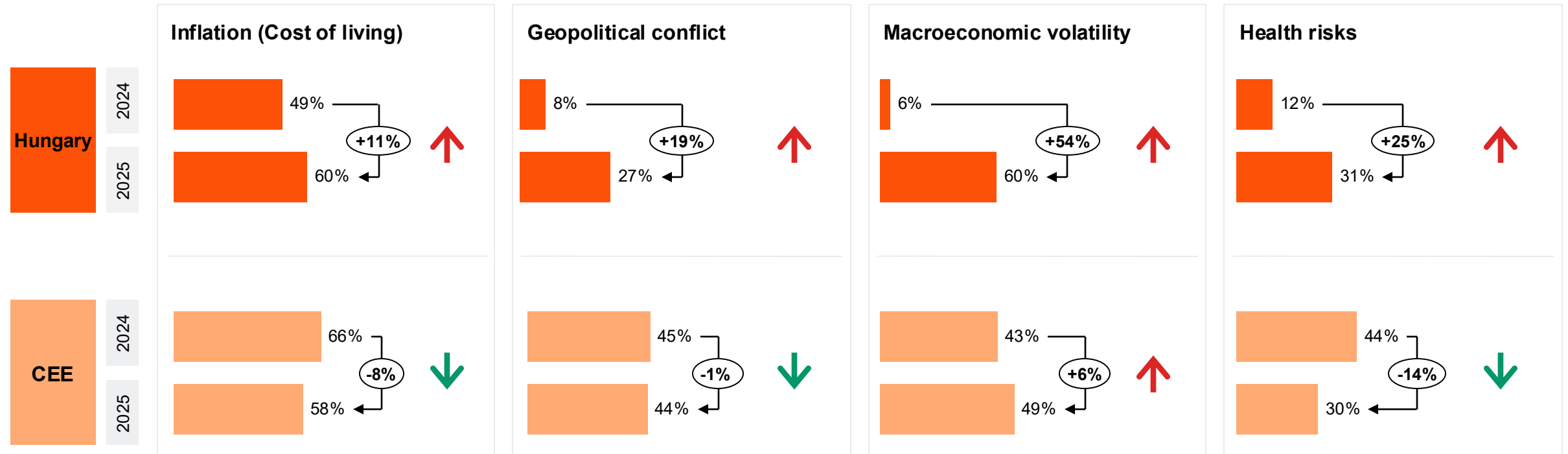
of all global consumers are financially secure, while 40% are "financially coping." 12%, however, are "financially insecure" and struggling to pay bills at least some of the time.

Which of the following best describes your current financial situation?

Source: Eurostat, Statista, Central Statistical Office

Hungarian consumer concerns are heightening, with fears of inflation, geopolitical conflicts, macroeconomic volatility and health risks rising

The greatest threats perceived by Hungarian consumers



Analysis

- In Central and Eastern Europe and Hungary inflation remains the top risk. While 2025 was largely perceived as a stabilising period in CEE generally, Hungarian consumer concerns on inflation grew by 11%.
- Global economic signals remain mixed, with high uncertainty stemming from trade policy shifts, geopolitical disruptions and political transitions. These dynamics have contributed to rising macroeconomic uncertainty in the CEE region, already showing a 6% increase compared to 2024. This is a particularly high percentage in Hungary, with a rise of almost one-fifth.

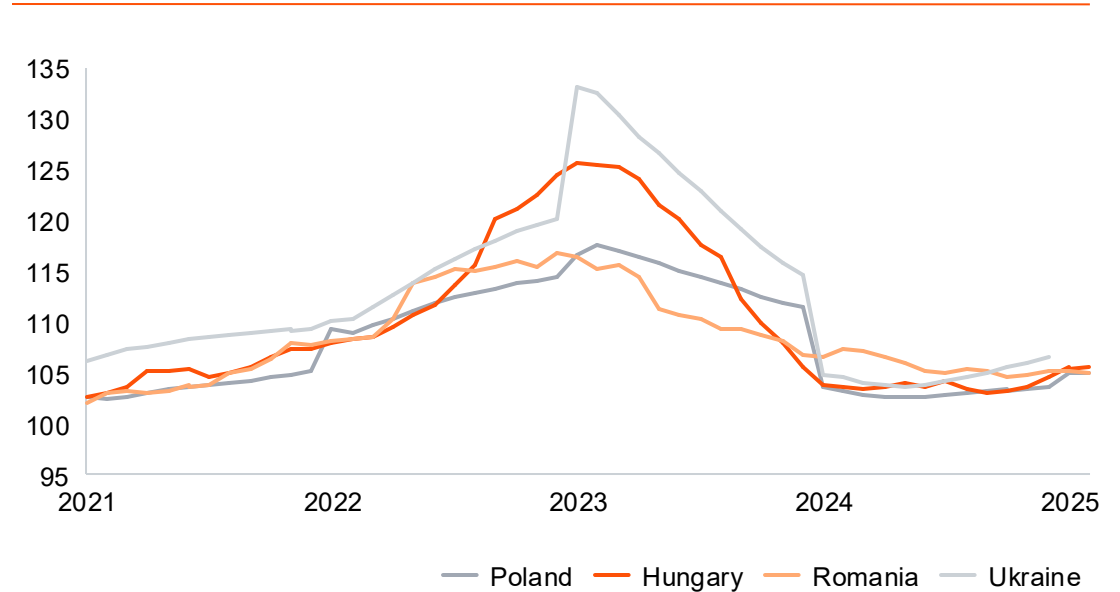
Which of the following potential threats/risks do you feel could impact your country most in the next 12 months? (Ranked in top three)

Across all generations and countries in CEE, inflation is still identified as the greatest concern, followed by macroeconomic volatility and geopolitical uncertainty

Potential risks and threats in the next 12 months across generations

% ranked in top 3	Millennials	Generation X	Hungary	CEE
1st	Inflation (64%)	Inflation (60%)	Inflation (60%)	Inflation (58%)
2nd	Macroeconomic volatility (62%)	Macroeconomic volatility (57%)	Macroeconomic volatility (60%)	Macroeconomic volatility (49%)
3rd	Geopolitical conflict (28%)	Climate change (34%)	Health risks (31%)	Geopolitical conflict (44%)

Inflation in CEE (CPI, monthly %)



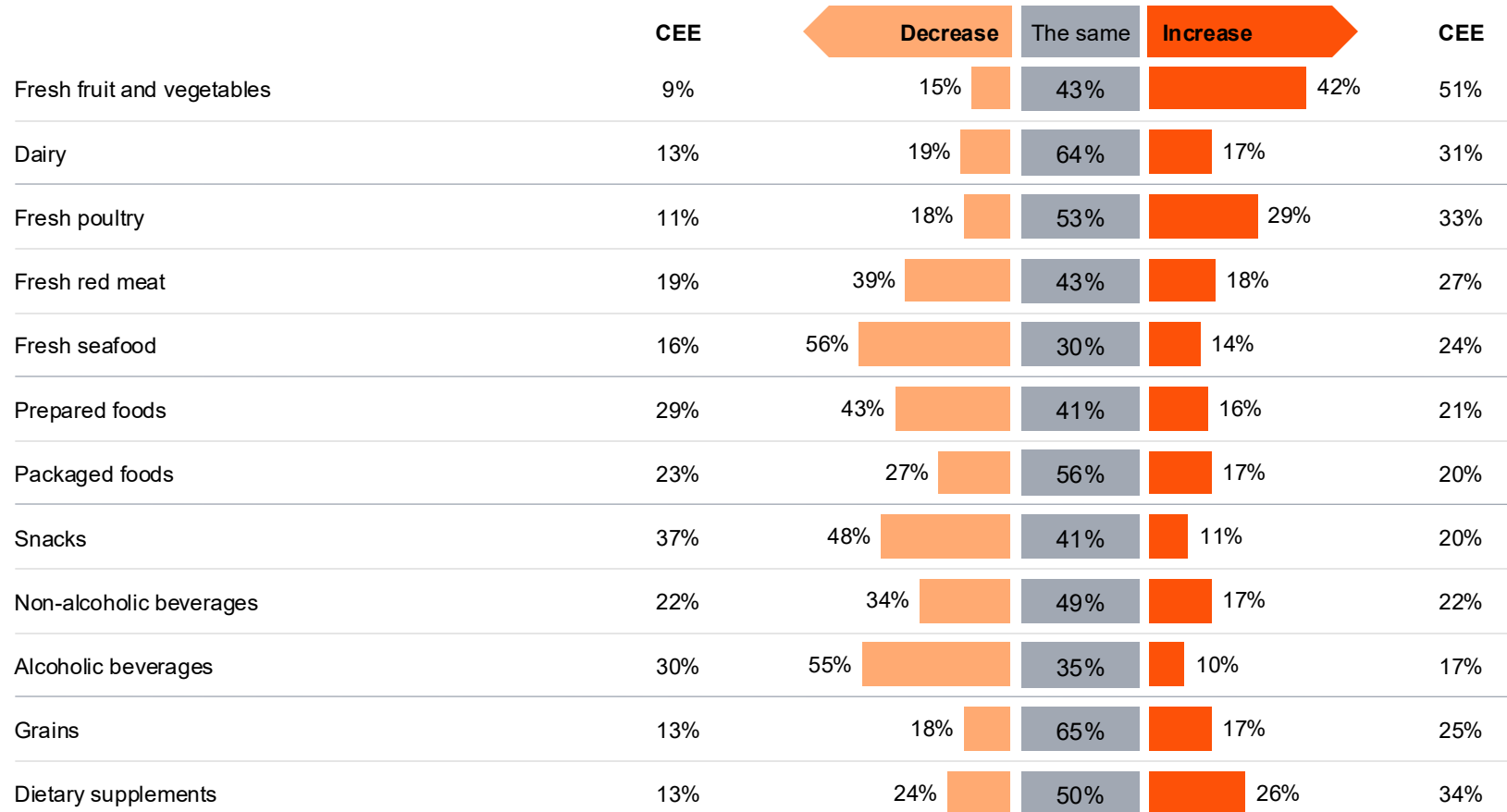
- Across **all generations, concerns about inflation and high living costs still persist** due to historically high rates from 2022 to 2023. While **inflation has eased** throughout 2024 and consumer confidence increased, **ongoing macroeconomic shifts** suggest a **potential uncertainty resurgence**, keeping **consumer worries still heightened** as we move through 2025.
- The subsequent positions of declared threats differ significantly between generations. **Younger generations value risks related to climate change much more than Older generations, who are more afraid of macroeconomic volatility and geopolitical conflicts.**
- Throughout 2024, inflation slowed down and the Consumer Price Index (CPI) dynamics across CEE countries in the sample was comparable, with a gradual decline towards the end of the year. However, due to heightened uncertainty stemming from **geopolitical tensions and trade policy changes, CPI is projected to fluctuate in 2025, with Poland and Hungary closely matched in CPI values so far this year.**

Which of the following potential threats/risks do you feel could have the greatest impact on your country in the next 12 months? (Ranked in top three)

Nearly 60% of Hungarian consumers plan to increase spending on fresh products, while cutting back on alcohol and snacks, creating pockets of value amid shifting category demands

Consumption trends – Grocery

Predictions about grocery spending over the next six months



Analysis

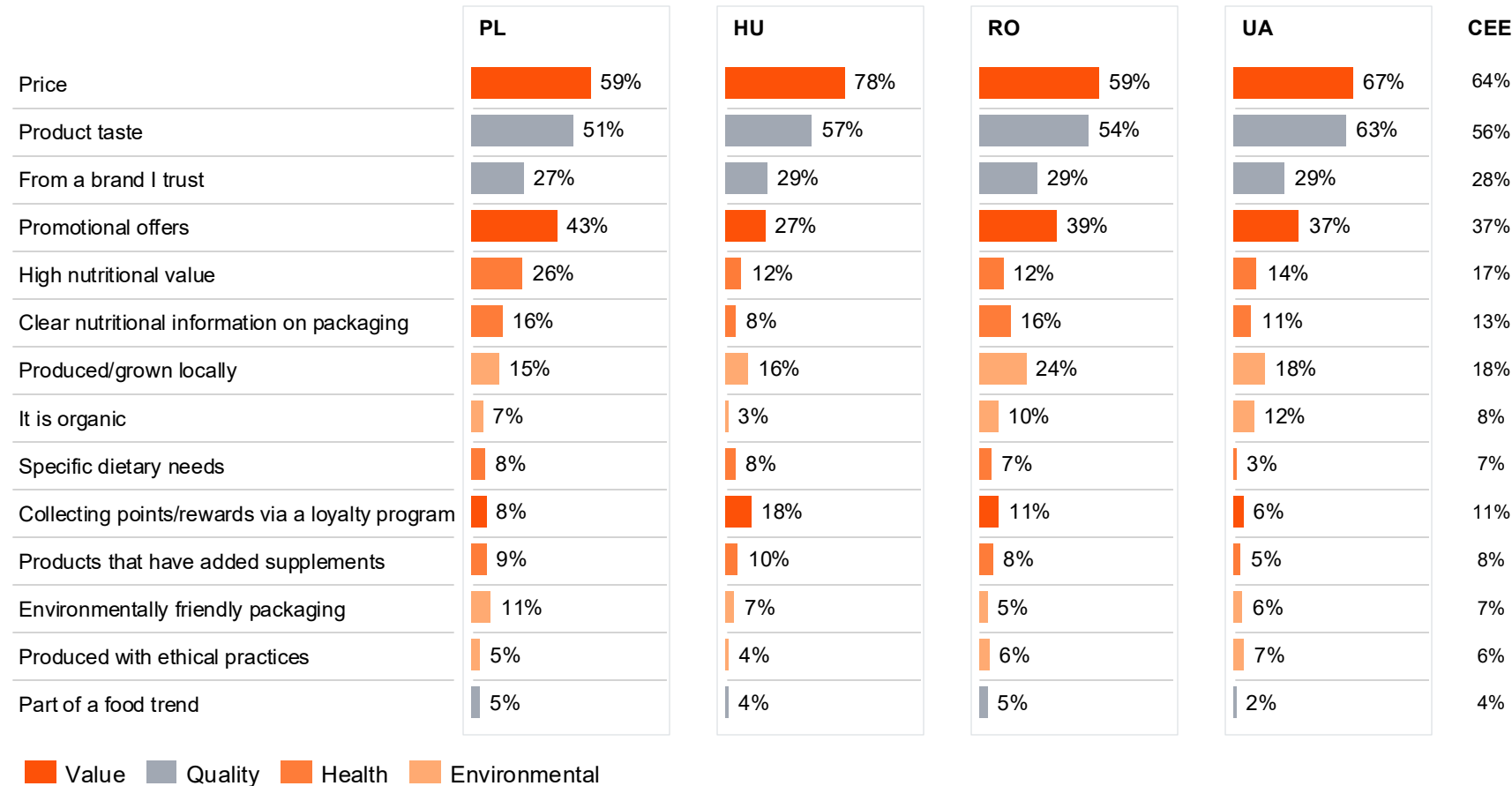
- The anticipated **rise in food expenditure** among Hungarian consumers will primarily target **fresh** and **healthy** products, particularly fruit, vegetables, dairy and supplements. This signals a **significant health-driven shift**, albeit with **spending** expected to **stay below** CEE averages. A rising interest in **dietary supplements** also highlights Hungarian consumers' broader **commitment to health-oriented choices**.
- **Hungarian** consumers are set to **reduce spending** on **alcohol, snacks** and **prepared foods**, a trend that is similarly observed **across CEE**. **Decreased spending on seafood is Hungarian unique trend at a CEE level**.
- **Shifting demand** poses a **significant challenge** for **FMCG manufacturers** but also creates **pockets of value** in **categories: adjustment of product portfolio** with evolving consumer preferences. For instance, **healthier snacks** with increased **protein** and **reduced sugar**, develop **nutrient-rich prepared meals**, and products that encourage **moderation in alcoholic beverage consumption**.

Do you expect any change over the next six months in the amount you eat from the following categories?

Financial considerations shape purchasing behaviour in Hungary, but taste remains vital, so retailers must balance competitive pricing with high-quality offerings

Key purchasing criteria

Key considerations for food items



When you're choosing which food items to buy, which factors are most important to you?

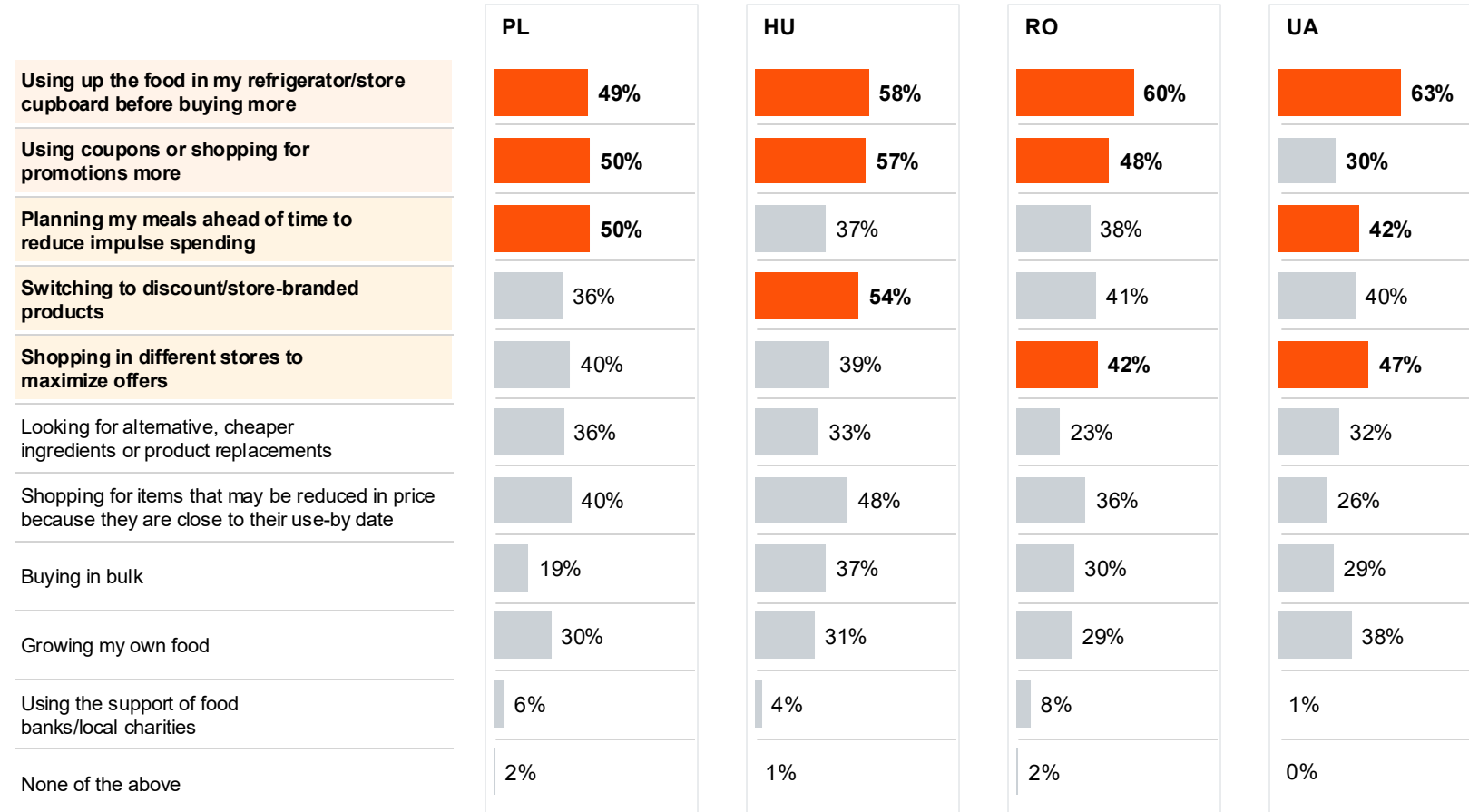
Analysis

- The **primary factor** that guides **Hungarian** consumers when choosing food preferences is the **financial aspect**, second is **product taste**. **Environmental concerns are significantly less influential**.
- **Financial considerations** like price and promotions are crucial for **value seeking consumers** focused on cost, often making **purchases at discount retailers** and looking for **value-driven promotions**.
- **Quality focused** consumers value **taste, nutritional value** and **brands**, often paying a **premium** for trusted products made **within their country**.
- Health and eco conscious consumers are focused on **health benefits**, traceability, and sustainable practices, often investing in supplements or **paying more** for **environmentally friendly options**.

Polish consumers, like their CEE counterparts, manage food costs by maximising the use of existing supplies and leveraging promotions and meal planning

Customer trends – taking action to reduce food spending

Actions undertaken to reduce or offset food cost effects



Analysis

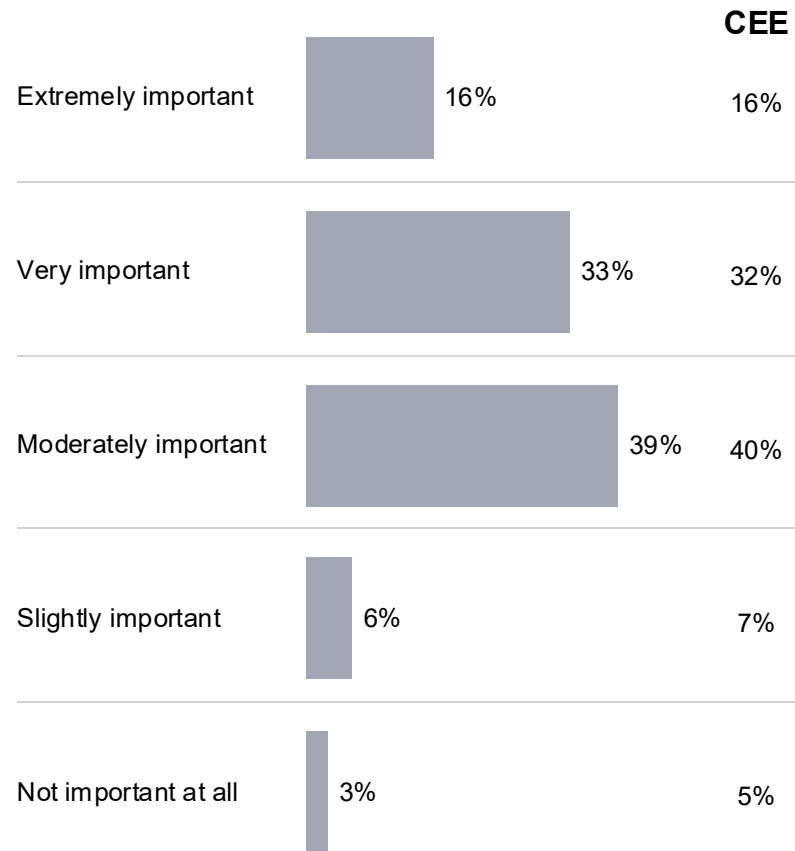
- **Hungarian** consumers are **proactive** in **managing food costs**, with nearly **60%** using **existing stock** and **planning meals** strategically to reduce impulse spending, **distinguishing** them from **other CEE countries**.
- **57%** of Hungarian consumers **leverage coupons** and **promotions**, indicating a strong inclination towards making **savings**.
- The shift in Hungarian consumer preferences towards discount and store-branded products presents **an opportunity for Fast-Moving Consumer Goods (FMCG) companies to broaden their range of affordable options**. By **improving the quality of their own-brand products that match the quality of leading brands**, companies can position themselves to gain a larger market share.

What actions, if any, are you taking to reduce or offset the effects of food cost?

Around 90% of Hungarian respondents consider loyalty programmes crucial in their choice of retailer, prompting leaders to reinvent programmes to deliver a unique and personalised customer experience

Loyalty programme considerations

How important are reward and loyalty programmes when choosing a grocery shop?



Which benefits in loyalty programmes are the most encouraging to choose one retailer over the other?



Analysis

- **Loyalty programmes** hold significant sway for consumers in **Hungary and CEE**, with **88%** in both finding them at least moderately **important** when **selecting a grocery store**. **This** emphasises the value placed on **customer retention strategies**.
- **Discounts on future purchases** (56%) and **cashback options** (66%) are leading **motivators**, highlighting the importance of **financial incentives** in driving consumer choice within loyalty programmes.
- **Leading retailers** in CEE are **reinventing loyalty programs** by **integrating** them with **pricing strategies** and **tailoring promotions** to individual preferences. This can **enhance engagement** and **profit margins**. To capitalise on this opportunity, players are increasingly turning to **AI for high levels of personalisation**, which is crucial for **fostering customer loyalty** in a shifting economic environment.

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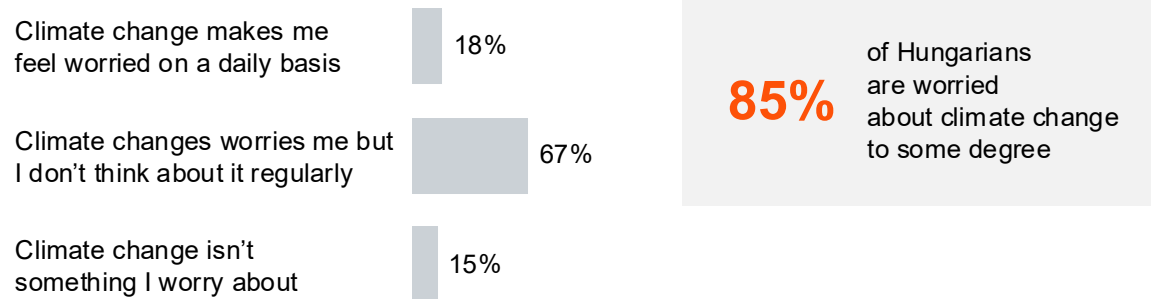
Sustainability:
still a long way to go



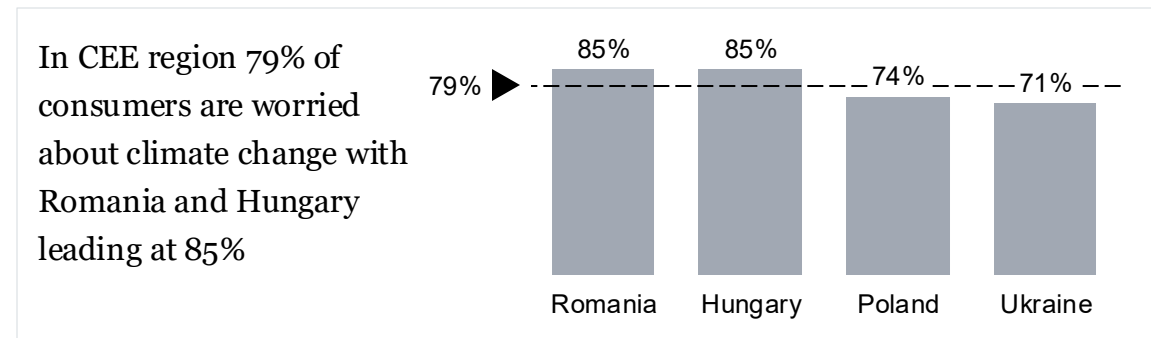
Concern over climate change among Hungarian consumers has grown from 78% in 2024 to 85%, with over a quarter willing to pay a premium for sustainable goods

Climate change perception

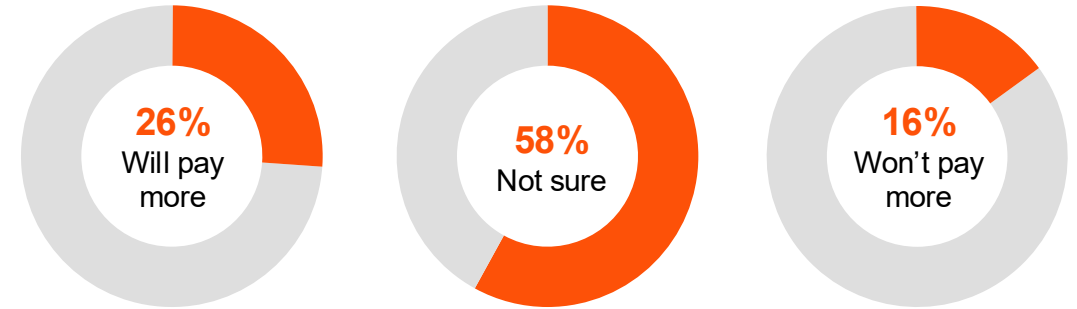
How consumers feel about climate change



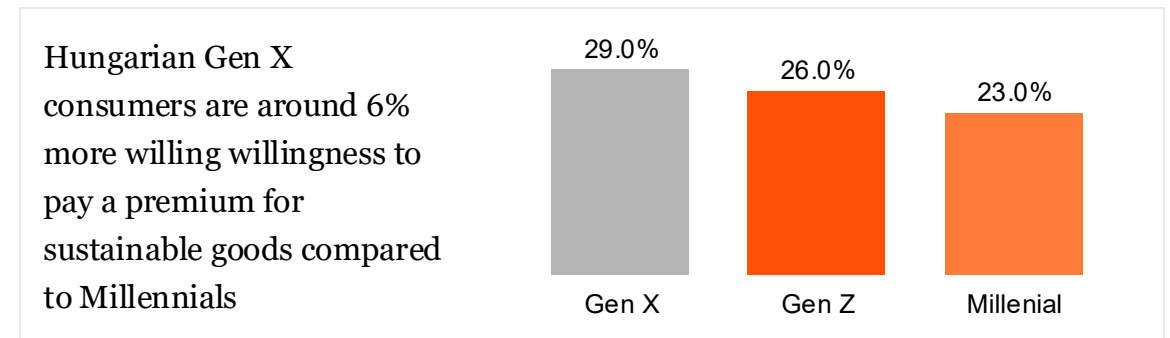
85% of Hungarian consumers have noticed climate related disruption in their day-to-day lives, with **18% noticing it to a great extent, an increased percentage compared to 2024**



Willingness to pay more for ecologically-produced products



In Hungary only 26% are willing to pay more to for products that protect the environment, while in **CEE region** the share is somewhat higher at **35%**



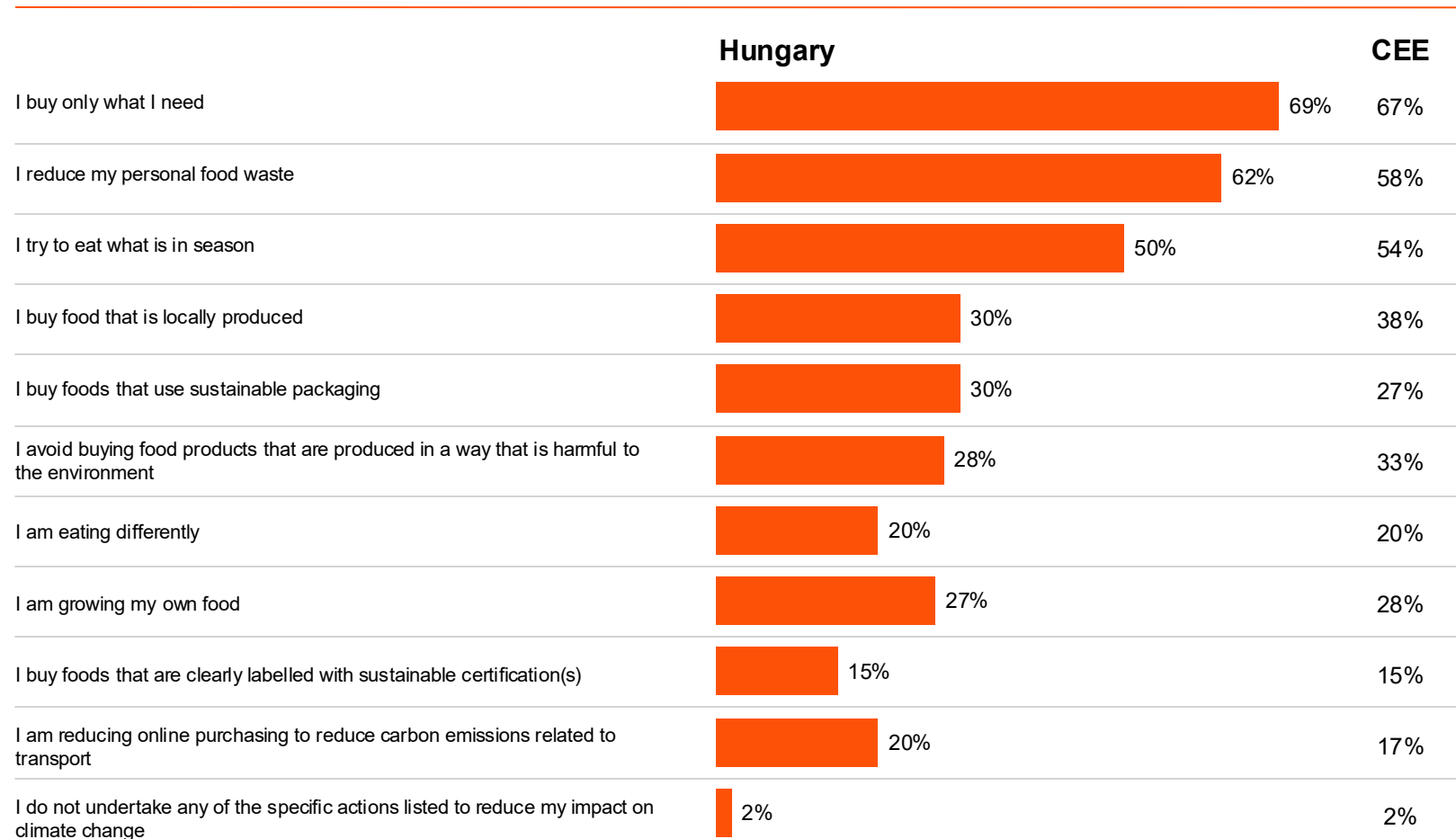
Thinking about climate change, which of the following statements best describe you?

Actions taken to improve the health of the land and the environment, can result in higher costs for food producers. Which of the following statements best represents your opinion on your willingness to support these actions?

To reduce impact on climate change, half of consumers in Hungary are changing their purchasing habits by being more considerate of their consumption

Personal actions taken to reduce impact on climate change through consumption

Percentage of those declaring taking pro-environmental actions in purchases



Have you taken any of the following actions to reduce your impact on climate change with the food that you buy and eat?

Analysis

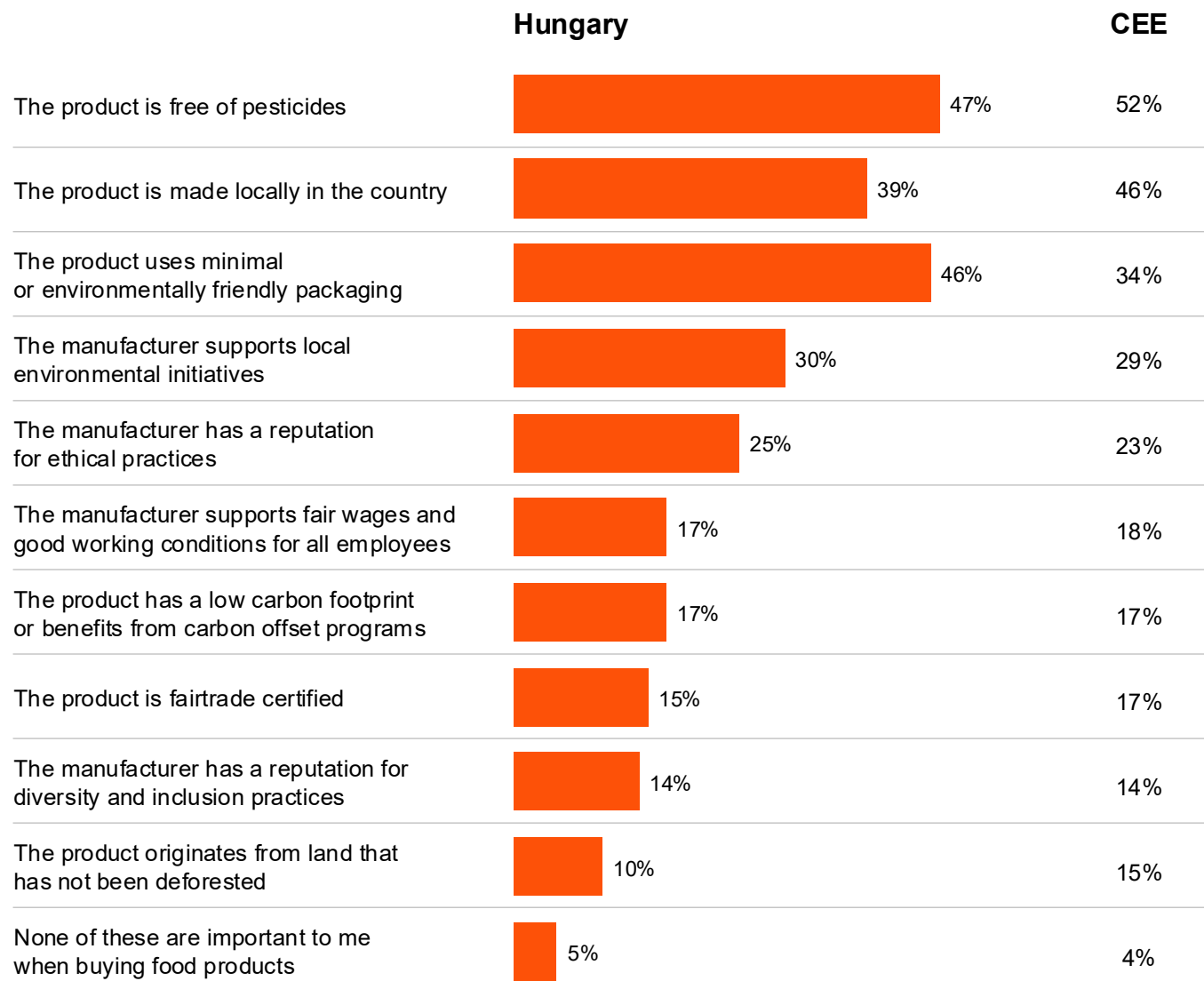
- Consumers in Hungary prioritise sustainability by **buying only essential items** and **reducing food waste**, with **69%** actively taking steps to lessen their environmental impact. **Retailers** could establish **dedicated areas in stores** for **near-expiration products to minimise waste** and **enhance their appeal to eco-conscious consumers**, while exploring **partnerships with food rescue platforms** to further maximise inventory efficiency.
- **Hungarian consumers** exhibit a strong preference for **locally** and **seasonally produced foods**, with half of them prioritising these choices. Retailers can leverage this preference by **expanding regional offerings** and **highlighting seasonal produce** in marketing campaigns or store layouts to enhance customer attraction.
- Only a **small minority** of all respondents report **not taking any pro-environmental actions** through consumption decisions. This may also be an indicator of the level of growing societal environmental awareness through making informed, sustainable consumer choices.

Pesticide-free and locally produced are the most important sustainability metrics for consumers in Hungary and CEE

Analysis

- **47% of Hungarian consumers** prioritise **products free from pesticides**, while **39%** seek locally **produced items**, indicating strong **preferences for health-related and local sourcing attributes**. Manufacturers should highlight **pesticide-free attributes and local sourcing** in their **marketing to better resonate with consumer choices**.
- **Almost half of the consumers** in Hungary value minimal or **eco-friendly packaging**, the highest rate in CEE. This indicates packaging is **becoming a critical purchasing factor in Hungary**, so manufacturers can **gradually incorporate sustainable materials**.
- **Hungarian consumers prioritise working conditions** more than their CEE counterparts – with **25%** of consumers valuing manufacturers with **ethical practices** and **17%** emphasising **fair wages** and good working conditions. This creates an opportunity to **strengthen brand trust** by **communicating** responsible business conduct and **commitment to ethical practices**.
- **Deposit Return Schemes (DRSs)** are **gradually being adopted** by retailers to comply with EU recycling targets. This system involves charging a small deposit fee on single-use beverage containers, such as bottles and cans. **Hungary** implemented a DRS system, **RePont**, in 2024, aligning with consumer priorities for eco-friendly and recyclable packaging.

Product sustainability metrics that incentivise greater consumption



When you buy food products, which of the following sustainable practices are most important to you?

Hungarian consumers prefer local products as they are perceived to be healthier and support the local economy, with 43% of them willing to pay a premium

Reasons for buying locally produced foods (ranked 1-3)

		CEE
I think it is healthier	57%	40%
I think locally produced products are higher quality	48%	53%
I want to support local manufacturers and retailers	45%	46%
I think it is important to contribute to the local economy	43%	48%
It is easy for me to find local products	35%	35%
I take pride in buying local and believe it reflects well on my priorities	18%	24%
I am concerned about the climate and my food's carbon footprint	15%	20%
Local food offers connection to the local community	18%	14%

You have noted that you typically buy food that is locally produced. What are the main reasons for that choice?

Analysis

- The main **motivations** for consumers purchasing locally produced foods are perceptions of **health benefits** and **higher quality**, with 57% and 48% of Hungarian respondents citing these reasons respectively. **Retailers and manufacturers** should **capitalise** on this trend by highlighting the health and quality attributes of local products in marketing efforts, fostering a **narrative that resonates with health-conscious consumers**.
- A **strong desire to support local manufacturers** and contribute to the economy is evident. 49% of respondents indicate these factors as key to their purchasing decisions. To harness this sentiment, retailers should **emphasise sourcing from local producers** and transparently **communicate how purchases support the community** to foster deeper connections with consumers.
- While **climate concerns** (15%) and **community connections** (18%) are among lower priorities, they highlight an **emerging ESG theme**. Retailers and manufacturers should **gradually start integrating ESG practices** into their **strategies**, as these topics are **likely to resonate more** with consumers **in the future**.

44% of Hungarians prefer purchasing a more expensive local product over a cheaper foreign alternative

57% of Hungarians prefer purchasing cheaper foreign alternatives, which reflects the unstable financial situation in the Hungarian market

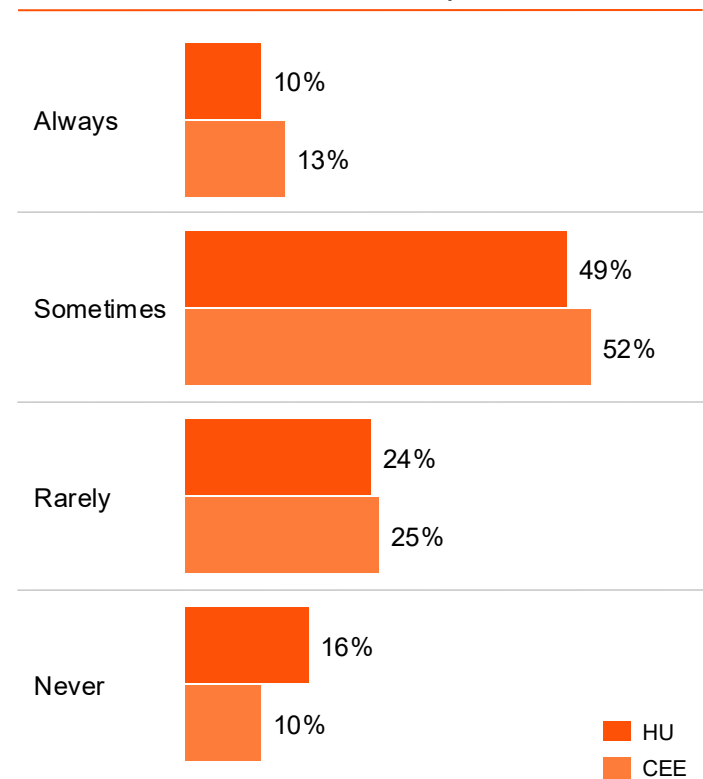
Hungarian consumers primarily learn about product sustainability through social media, yet 49% do not consistently seek this information, highlighting the need for a targeted approach

Climate change communication

Sources of information about climate initiatives

	Hungary	CEE
Social media	51%	57%
Traditional media	43%	48%
Product packaging/labelling	42%	37%
Company website	32%	35%
Information from friends and family	25%	31%
Retail store displays	17%	17%
Podcasts	12%	20%
Schools and universities	8%	12%
Other	5%	0%

How often do you seek to understand/learn about brand climate and sustainability initiatives?



Analysis

- With **51% of consumers relying on social media** as their primary source for climate initiative information. Social media a **critical avenue** for retailers and manufacturers **to connect with their audience. Brands should enhance their presence** on social media platforms with engaging **content focused on sustainability initiatives** to effectively reach environmentally-conscious consumers.
- While **traditional media** (43%) and product **packaging/labeling** (42%) are also **significant sources** of information, there's a **noticeable gap** in the **effectiveness of other channels** such as **retail displays** or **podcasts**.
- Despite a notable interest in sustainability, **only 10%** of consumers **consistently seek information** about brands' **climate initiatives**, while **49%** do so **only sometimes. Retailers and manufacturers** should adopt a **more tailored approach** to communication, utilising **data-driven campaigns** and **loyalty incentives** to target specific audiences.

What sources do you typically learn information about a company's climate and sustainability initiatives from?

3

Manufacturers: growing
product expectations



In Hungary, brand switching is mainly driven by desire for better taste and financial benefits, with around 75% of consumers seeking better value for money. Health benefits are also influential in driving consumer choice

Analysis

- Nearly half of Hungarian consumers (48%) are willing to **switch brands** for **better** taste, but more (75%) switch for **better value for money**. Retailers and manufacturers should emphasise product quality and affordability in their marketing strategies.
- **20%** of consumers prioritise **local brands** and **value health benefits**, reflecting a **rising demand** for healthy and locally sourced products. **Manufacturers** should **highlight nutritional value** and develop **appropriate portion sizes** in their **packaging** and to appeal to **health-conscious consumers**.
- Almost one-third (31%) of consumers are **swayed by promotional offers**. **Targeted promotional** campaigns to effectively engage **diverse consumer interest** and foster brand loyalty should, therefore, be a priority for leading consumer packaged goods (CPG) companies.

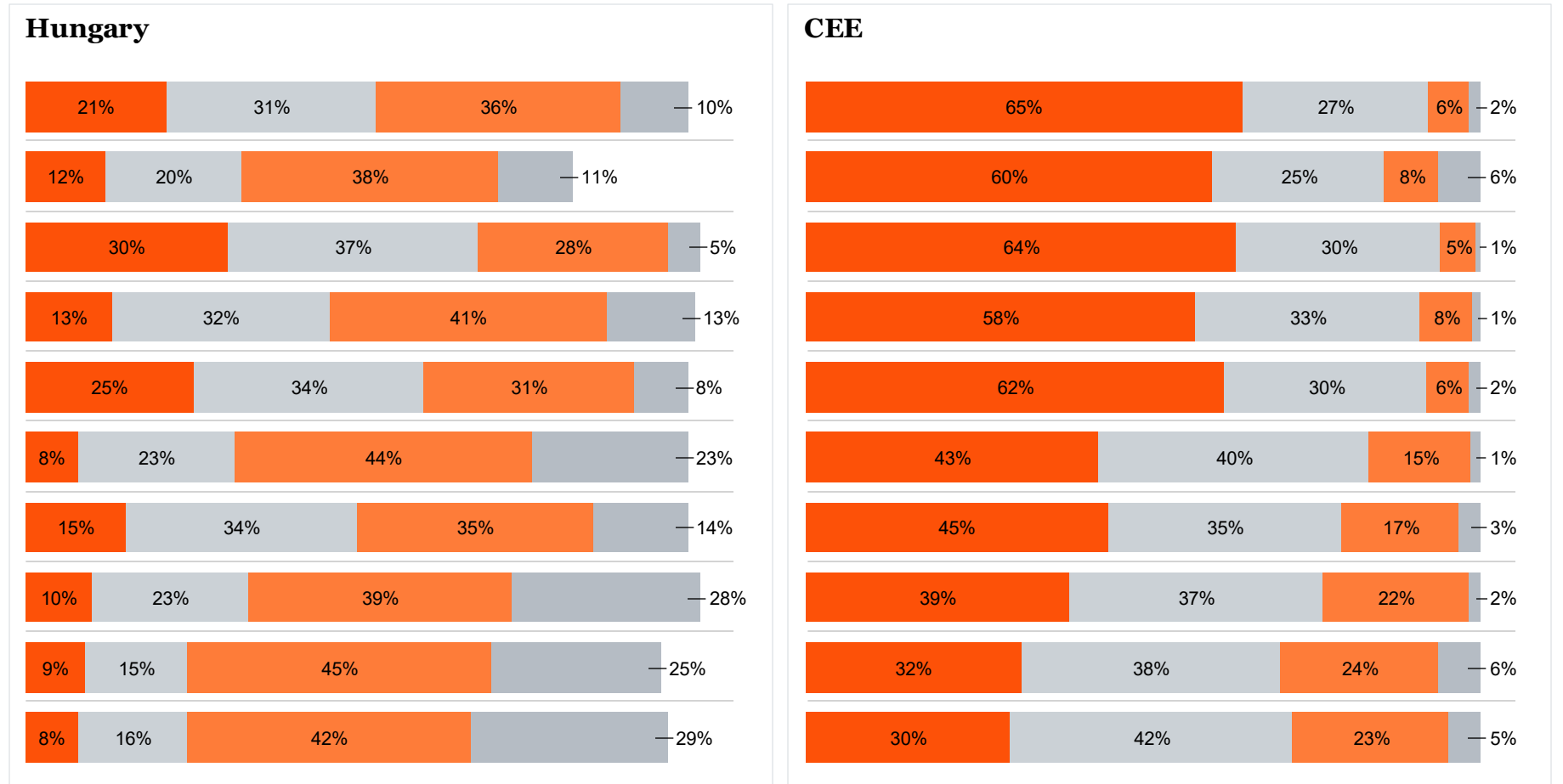
Factors that can entice consumers away from their established favourite brands

	Hungary	CEE	
Better value for money	74%	50%	Financial
Better taste	48%	51%	
Health benefits	31%	31%	
Promotional offers	31%	36%	
Reputation as a trendsetter, leading the way with new products/offerings	26%	24%	
Positive reviews or recommendations from family and/or friends	19%	21%	
It is a local brand	20%	18%	
Opportunity to try out new or international culinary foods	8%	16%	
Innovative product	7%	11%	
Evidence of a positive impact and/or contribution to society/environments	7%	10%	
Reputation for high quality or being a trusted brand	2%	4%	
Engaging digital content	5%	4%	
None of the above	0%	1%	

Which of the following factors, if any, would encourage you to switch from a food brand you usually buy to a different brand?

Health risks and food costs are a major concerns for consumers in Hungary. Over half are worried about ultra-processed foods and use of pesticides in products

Consumer concerns around food



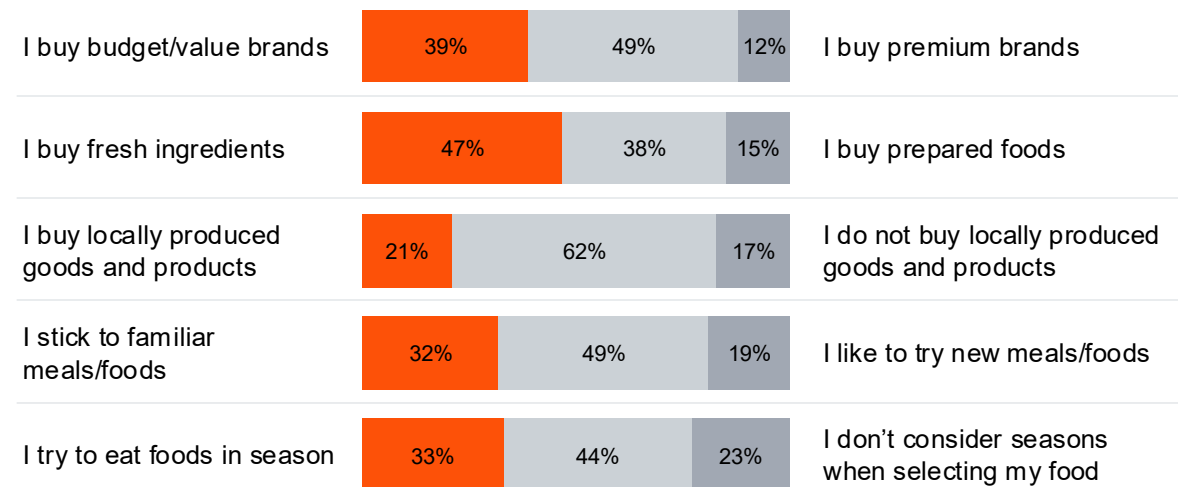
Extremeluy concerned Very concerned Somewhat concerned Not all concerned

How concerned, if at all, are you about the following (in food)?

Hungarian consumers prioritise freshness and seasonality over brands, driven by the rising quality and appeal of private labels, which are evolving into private brands

Consumption trends – Typical food habits (selected)

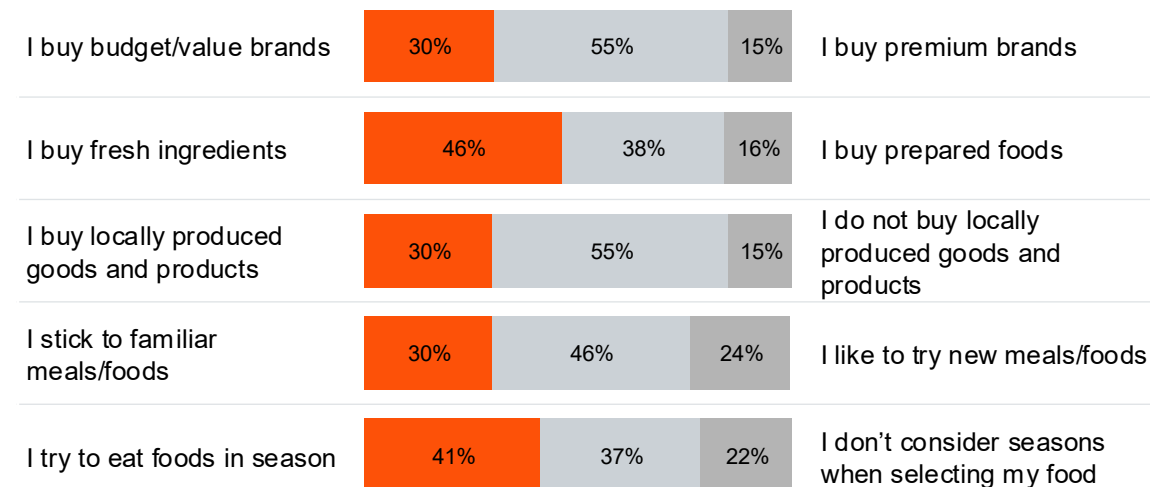
Hungary



Analysis

- A **significant number** of Hungarian consumers (47%) **prioritise fresh ingredients**, while **39%** focus on **budget/value brands**. This shows strong demand for healthy, cost-effective food options. This presents an opportunity **for retailers to import well-established brands**, as only **21%** of consumers **prefer locally produced goods**.
- Moreover, only 19% of consumers are inclined to try new foods, putting additional pressure on manufacturers to remain within boundaries of well-known products and established categories on the market.

CEE



Analysis

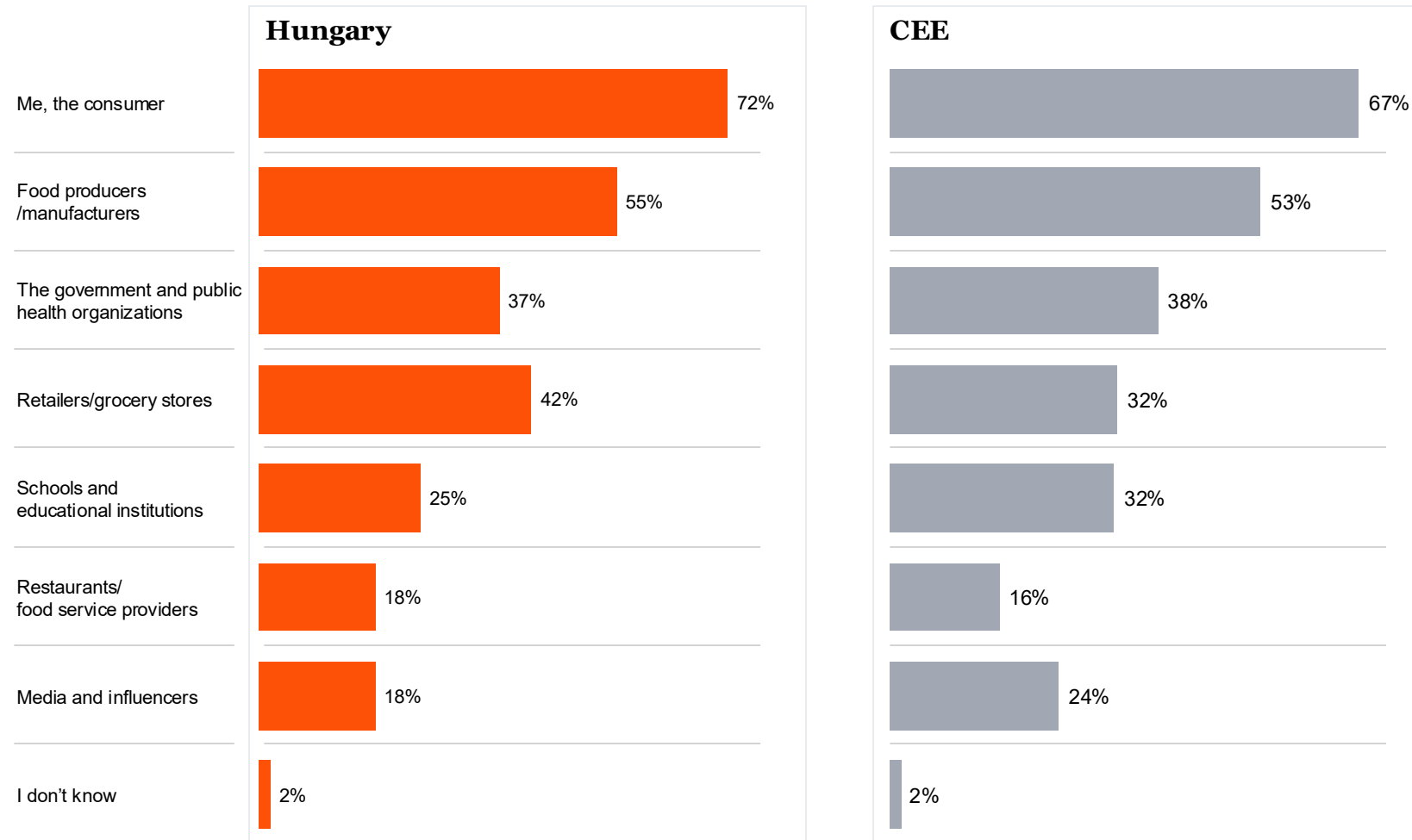
- Much like in Hungary, the **majority of consumers** in CEE (55%) exhibit **indifference toward brands**, underscoring the **necessity for manufacturers** to reassess their **product portfolio strategies**. To **align with retailers** and leverage the increasing consumer preference for differentiated, category-specific offerings, manufacturers should **integrate and treat private labels as distinct brands** in their portfolios.

Preference towards the left statement Indifferent Preference towards the right statement

Please select a point along the scale between the two options in each row that indicates your typical food habits/preferences most of the time

In Hungary and CEE, more than half of consumers, beyond their own efforts, trust food producers as key facilitators of healthy and nutritious eating

Responsibility for encouraging healthy and nutritious eating



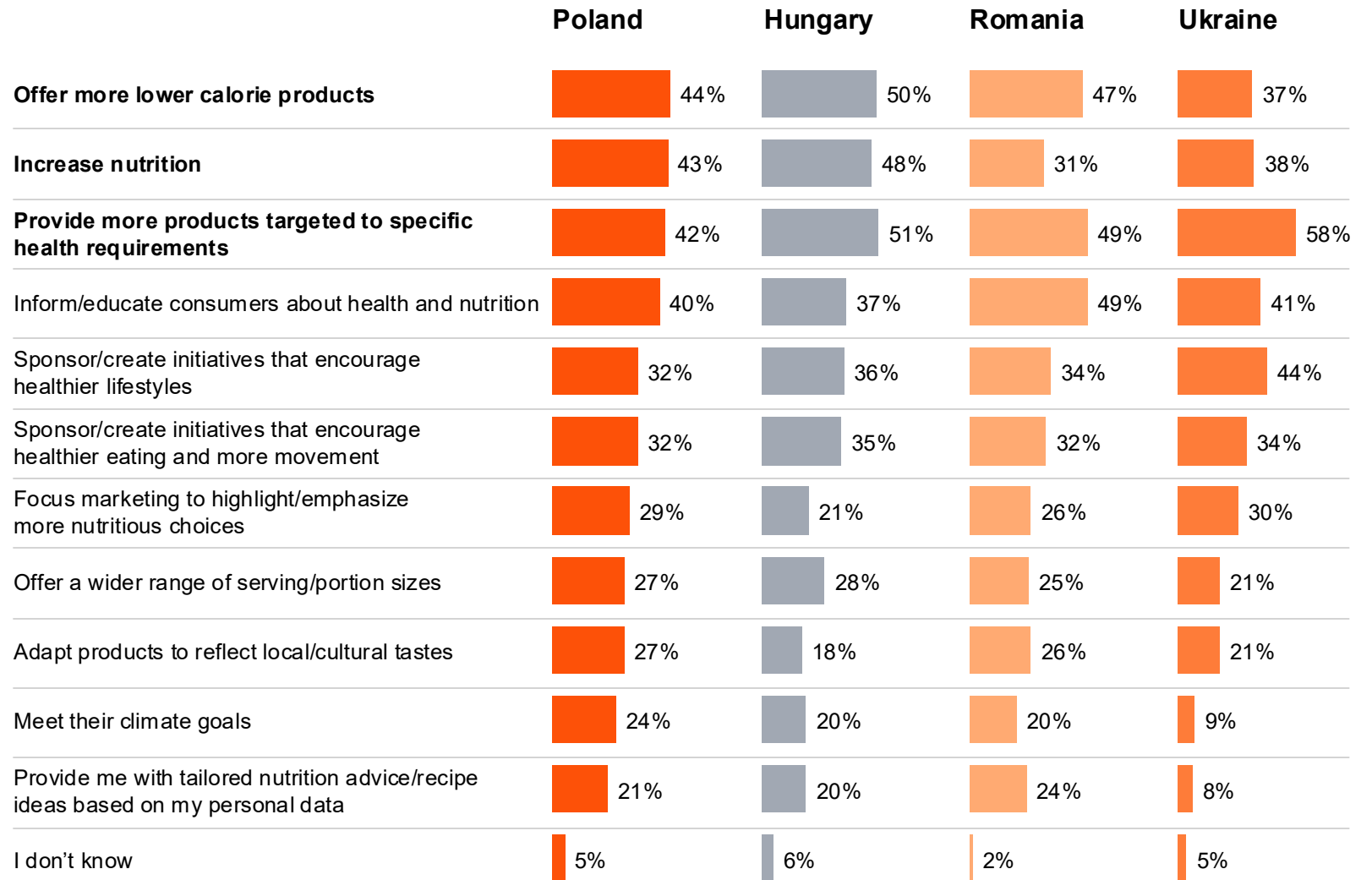
Comments

- In **Hungary**, **55%** of consumers trust food **FMCG manufacturers** as **facilitators of healthy eating**, a figure above the broader **CEE region**. This suggests a valuable opportunity for **manufacturers** to **enhance their brand visibility** and trust within the **Hungarian market**. Retailers should **create healthier products** and clearly showcase these improvements through effective marketing campaigns
- A notable **72% of Hungarian** consumers indicate that their **own efforts** influence healthy eating habits, surpassing the influence of food producers. This highlights the importance for **manufacturers** to not only promote their products but also **educate consumers on healthy eating practices** and how their **products contribute to them**, potentially enhancing consumer loyalty.

Who holds the primary responsibility to encourage and incentivize healthy and nutritious eating?

Manufacturers should offer tailored lower-calorie health products with improved nutritional content to meet to evolving consumer needs

How could large FMCG manufacturers contribute to improving the health and wellness of consumers?



In your opinion, how could big food/beverage companies, contribute to improving the health and wellness of consumers?

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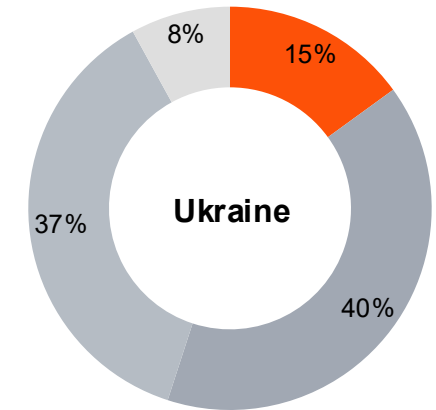
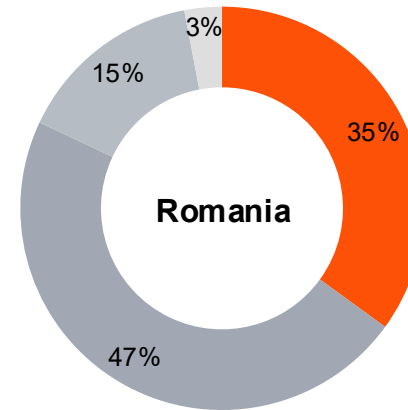
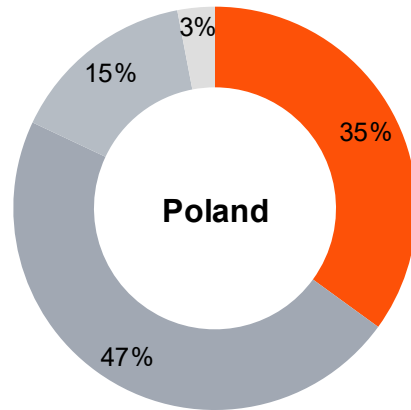
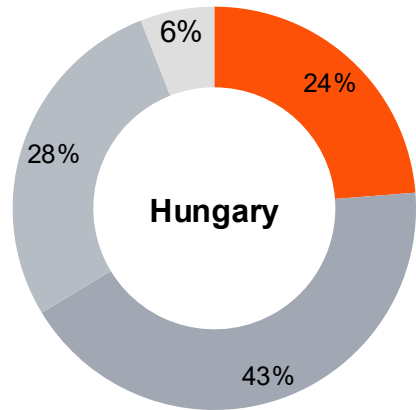
Lifestyle: a growing health and convenience focus



24% of Hungarians rate their general health as excellent or very good, emphasising an ongoing trend of growing health consciousness and rising affluence among consumers

Health perceptions in Hungary and CEE

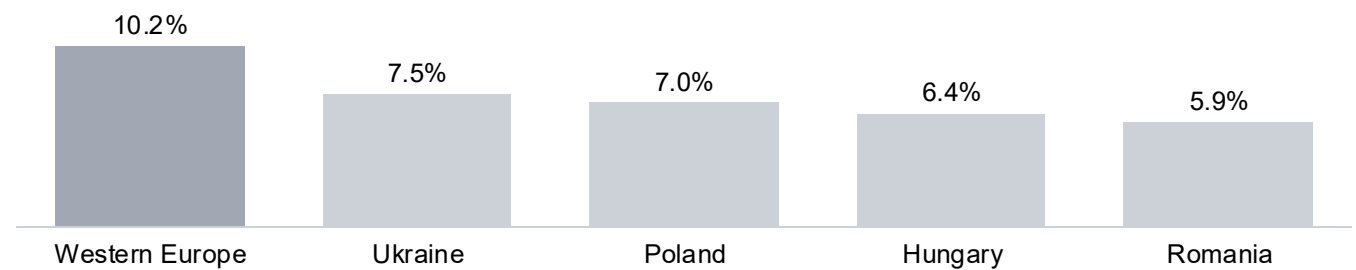
How would you rate your general health?



■ Excellent / Very good
 ■ Good
 ■ Fair
 ■ Poor

CEE countries still lag behind Western European peers in health spending, but they are gradually converging towards these levels due to increasing affluence and governmental goals

Health expenditure as percentage of GDP (% , 2023)

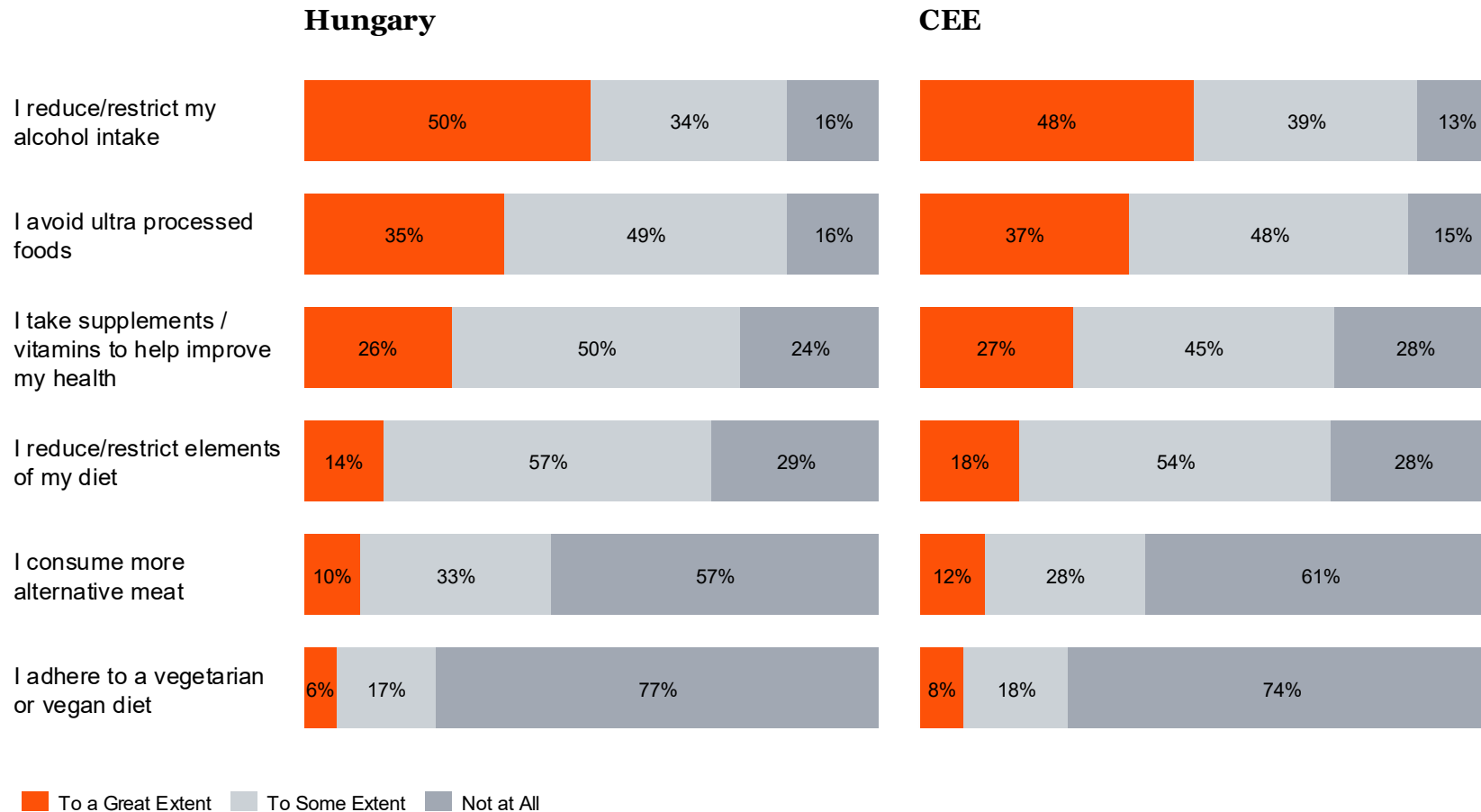


How would you rate your general health (considering e.g., your diet, fitness level and overall well-being)
Source: OECD

Hungarian consumers demonstrate a stronger commitment to conscious health choices than their CEE counterparts across nearly all areas, except in alcohol consumption

Raising awareness – conscious choices

Extent of making the following health-related choices



To what extent do you make the following health-related choices in your diet?

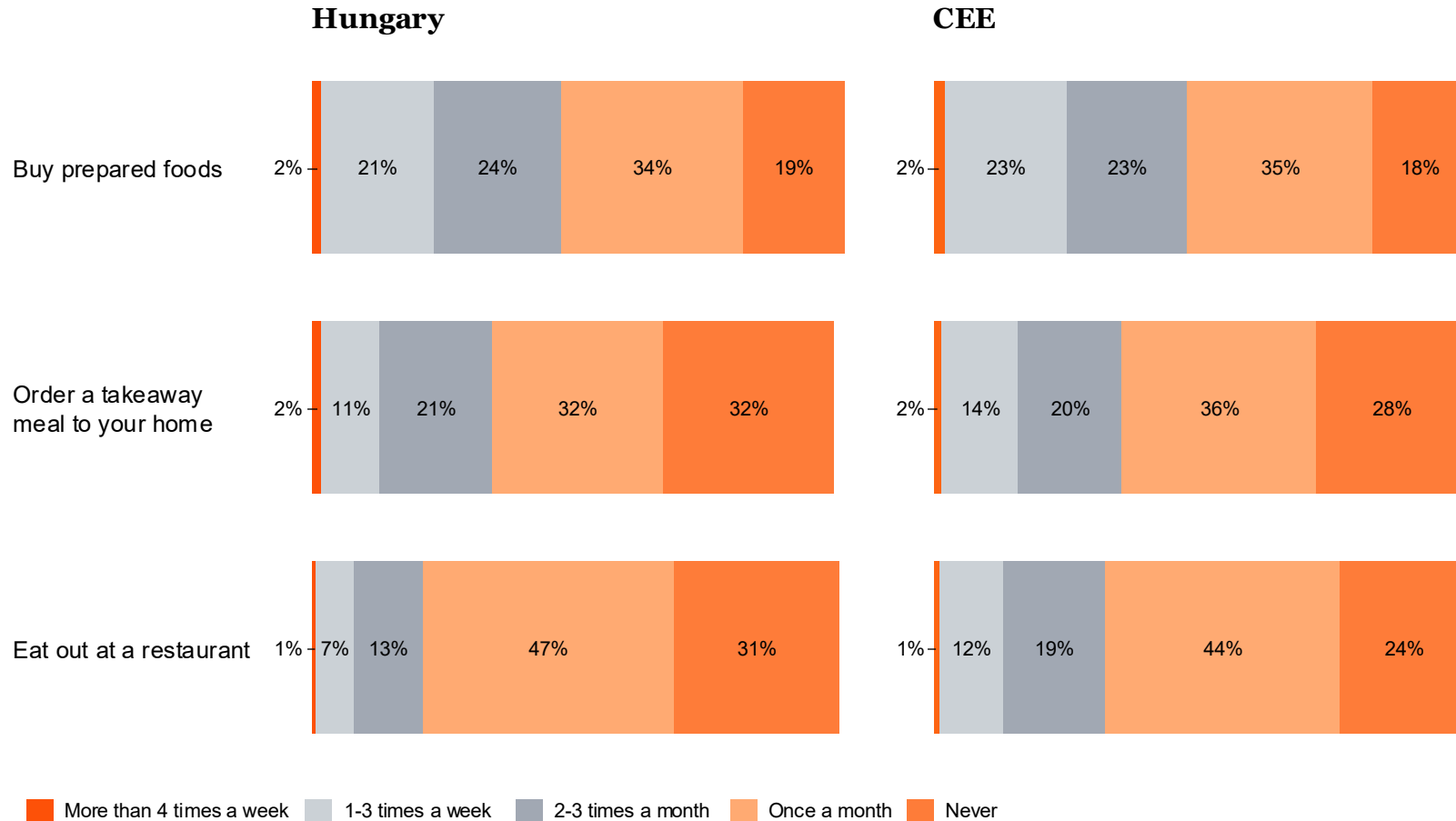
Analysis

- There are notably low numbers of respondents who follow **vegetarian or vegan diets**. Only **6% of Hungarians** and **8% of consumers in CEE** don't consume meat. This signaling significant **growth potential** for businesses to **promote plant-based options** and educate consumers on their benefits, especially considering the **10% disparity in alternative meat consumption**.
- **Hungarian consumers** are almost as likely as CEE counterparts to **avoid ultra-processed foods** (35% vs. 37%). This presents is an opportunity for **retailers** to expand their offerings of **natural and whole food products** that cater to the demand for cleaner, **healthier ingredients**.
- **Hungary** demonstrates a slight **advantage over CEE** in **reducing alcohol consumption**. As a result, alcohol producers should seek **new growth avenues** to adapt to these evolving consumer preferences.

Hungarian consumer demand for on-the-go meals and ready-to-eat meals is marginally lower than CEE peers, but younger consumers are already driving the convenience trend

Consumer eating habits

Frequency of buying ready-to-eat meals/eating out



On average, how often do you do the following?

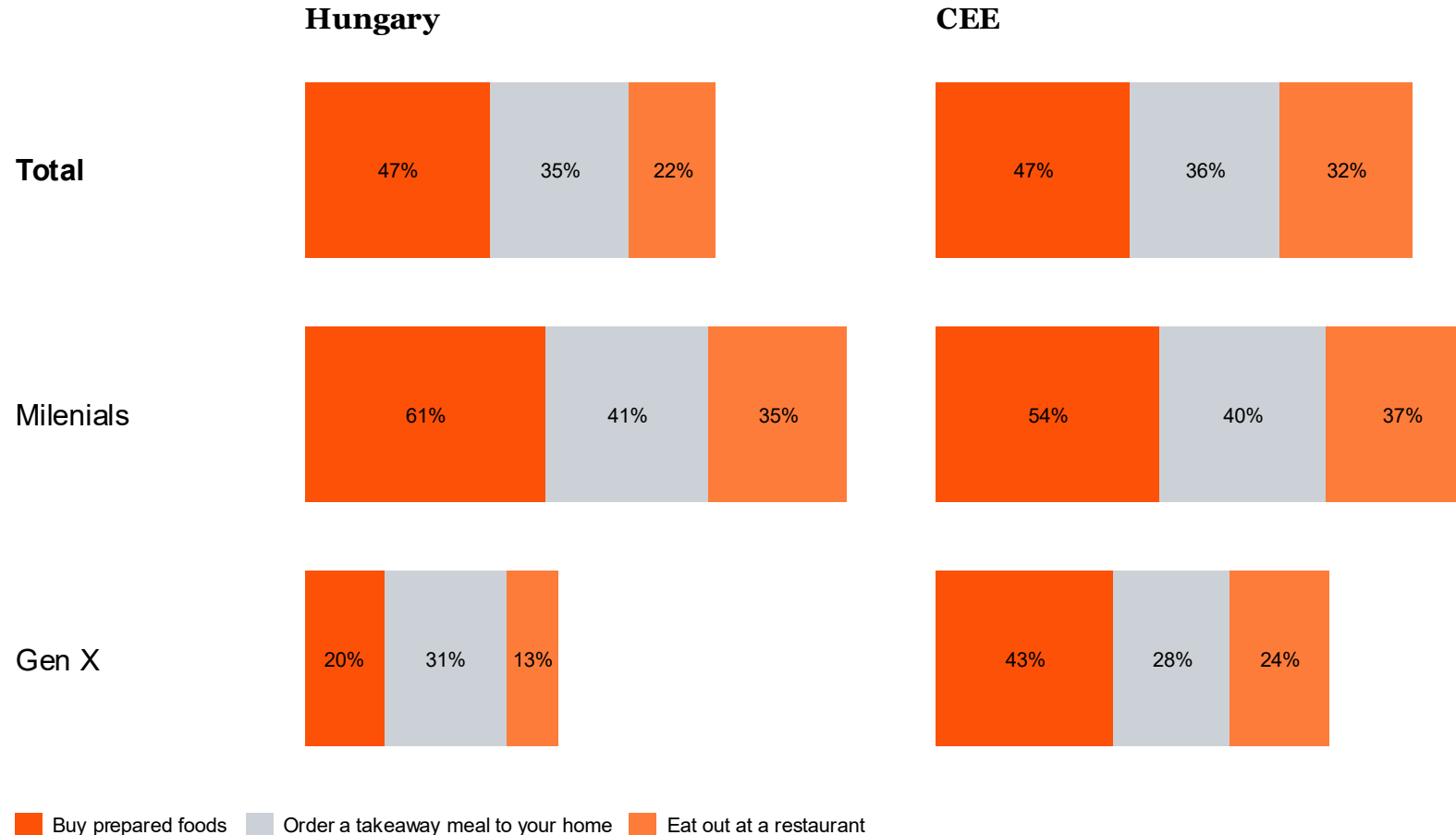
Analysis

- **Marginally lower percentages of Hungarian consumers than CEE averages opt for ready-to-eat meals (81% v 82%), takeaways (68% v 72%) and dining out (69% v 76%). This shows Hungary's is somewhat slower to embrace convenience foods, on average. In Poland for instance, consumers are 13% more likely to order takeaways and 19% more likely to dine out.**
- **Increasing demand for nutritious on-the-go, ready-to-eat, and ready-to-heat options presents significant opportunities for uptrading consumers, and especially for younger, Gen Z customers. Capturing this demographic will be crucial to winning future customers.**
- **As the demand for convenience grows, emphasising the quality and nutritional benefits of ready-to-eat and takeaway options will be essential. Leveraging marketing campaigns that communicate these attributes can help brands differentiate themselves to attract health-conscious consumers.**

Millennials in Hungary are leading the no-cooking trend, with 61% dining out at least 2-3 times a month, compared to just 20% of Gen X

Consumer eating habits – a generational overview

Percentage of frequent¹⁾ eating out, takeaway orders or buying prepared foods by generation



Analysis

- **Hungarian millennials dine out more often than Gen X.** 41% of millennials frequently purchase takeaways and are three times as likely than Gen X to buy ready meals. This suggests that there's an opportunity for **food producers** and **retailers** to develop **products** that **appeal across generations**, focusing on **convenience** and **quality** to attract a broader customer base.
- With **increasing demand** for **nutritious** and **convenient** meal solutions, there's a clear opportunity for **manufacturers** to innovate by **developing healthy, on-the-go options** targeted at **younger** consumers. These can also **appeal to older generations** increasingly **seeking convenience** in their food choices.
- This strategic focus can foster brand loyalty and **align with evolving** consumer **expectations** for **nutritious convenience**.

1) Frequent defined as once a week or more

Hungarians are embracing health technology and GenAI adoption, with more than 40% expressing comfort in using GenAI for meal planning and menu suggestions

The future of health – health tech and GenAI

Key health and technology trends in Hungary

81%

of Hungarians believe health apps and wearables changed their daily activities and behaviours

76%

of Hungarians take supplements to improve their health

60%

of Hungarians are aware of weight-loss prescription drugs

57%

of people believe locally-produced food is healthier

Comfort in using GenAI for health-related activities

	Hungary	CEE
Supporting meal planning and menu suggestions	43%	43%
Creating personalized nutrition and diet plans	32%	39%
Creating personal training and exercise regimes, based on my vital statistics	36%	40%
Supporting grocery and food budgeting based on current habits	31%	34%
Providing predictive grocery shopping lists based on previous ordering/habits	32%	32%
Connecting with smart kitchen appliances to suggest meal ideas and recipes based on ingredients currently on-hand	22%	29%
Providing a medical diagnosis and/or treatment recommendations	26%	28%
None of the above	23%	17%

Which of the following activities would you be comfortable allowing GenAI to perform?

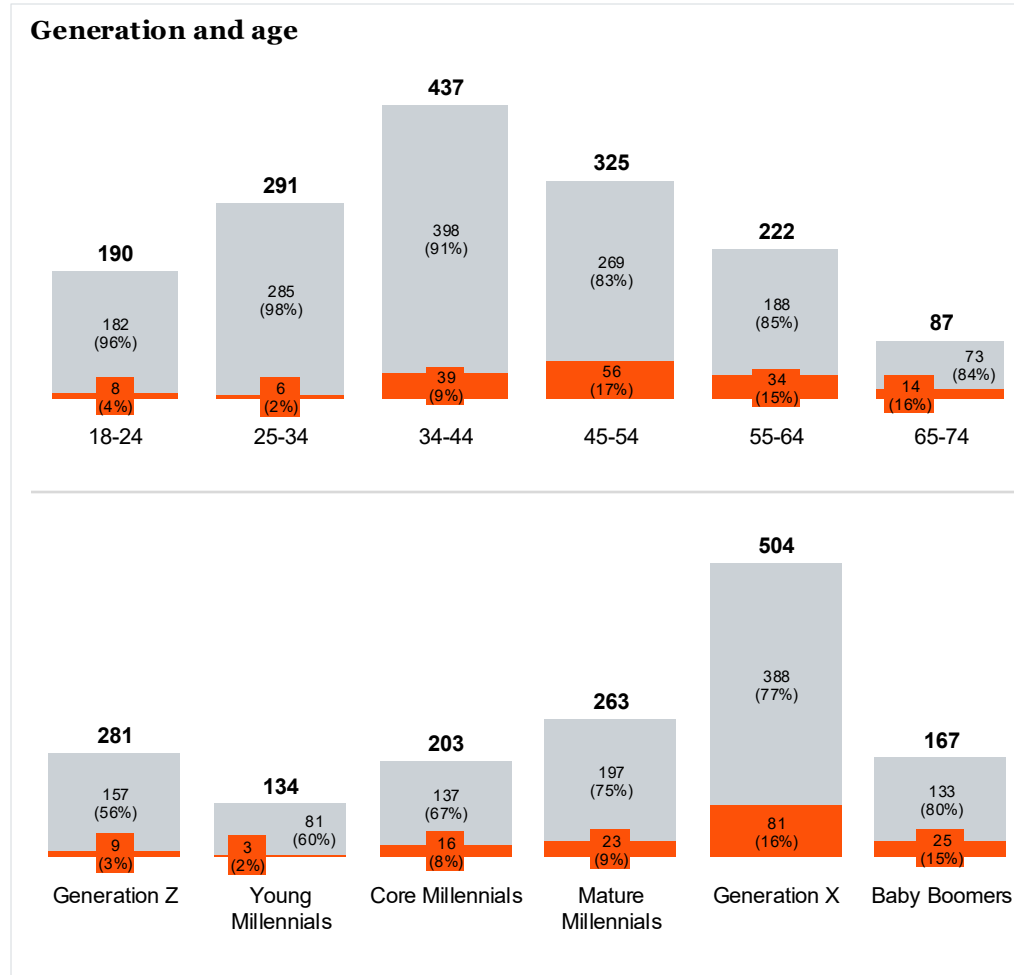
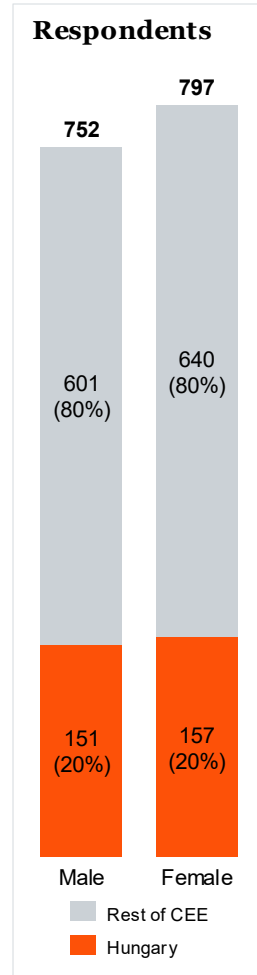
5



Appendix

All representative samples in the report are statistically significant and aim for comprehensive representation across key demographics

Demographics of respondents



General

1 552
Respondents

308
Respondents in Hungary

1 244
Rest CEE respondents

The rest of CEE region in this survey consists of:

- Poland
- Romania
- Ukraine