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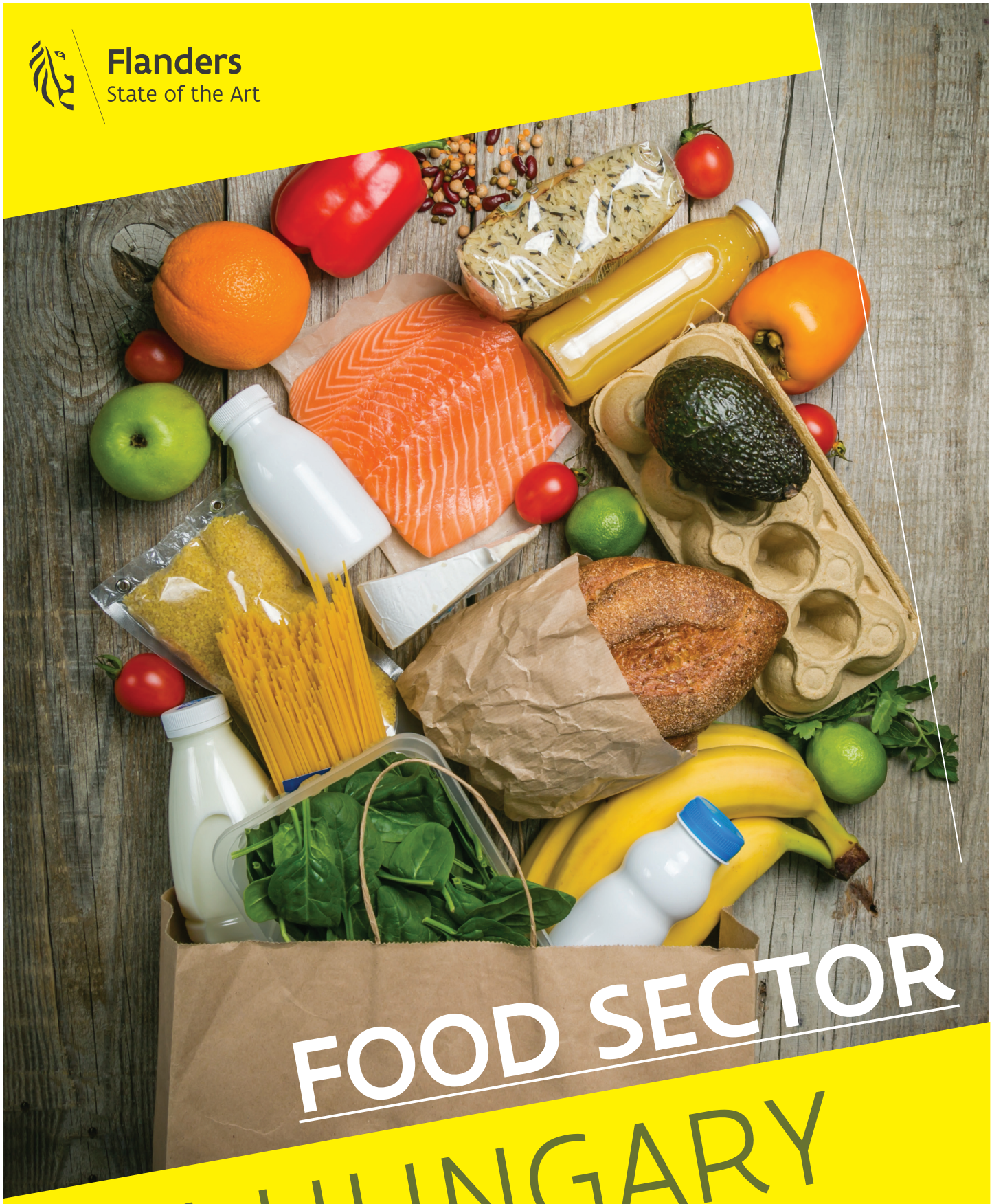
State of the Art



FOOD SECTOR IN HUNGARY

FLANDERS INVESTMENT & TRADE MARKET SURVEY

FLANDERS
INVESTMENT &
TRADE

Market study

FOOD SECTOR IN HUNGARY

April 2020

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1. COUNTRY PROFILE AND ECONOMIC SITUATION

According to MNB (Hungarian National Bank) Hungary's **GDP growth** is expected to be slightly higher in the coming years than previously expected. Incoming data confirm that the Hungarian economy will grow 4.9 percent faster this year than previously expected. Based on the assumptions, growth is expected to be 3.7 percent in 2020 and 3.5 percent in 2021 and 2022.[1]

The **consumer price index** was expected to rise temporarily until January 2020, after which inflation is likely to stabilize at the inflation target of 3 percent after a gradual decline. Core inflation excluding indirect tax effects is expected to remain around its current level until the first quarter of 2020, before starting to decline.[2]

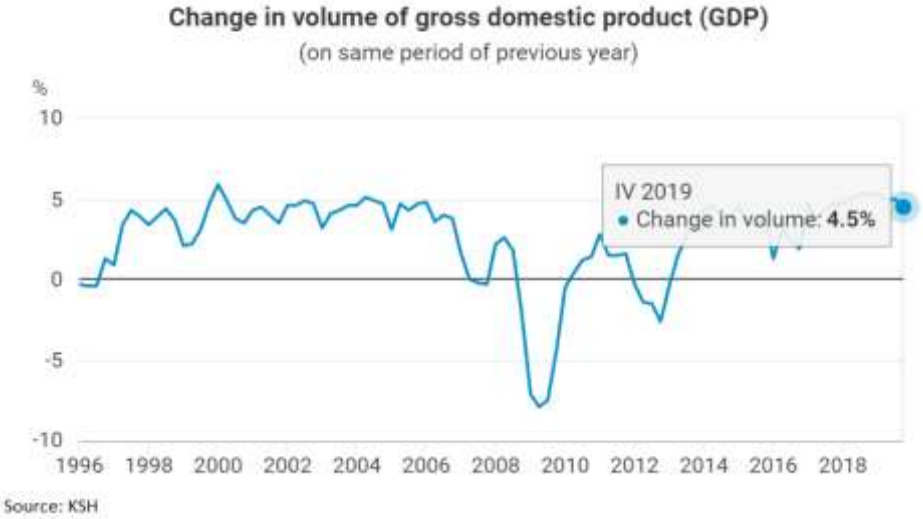
The Hungarian economy has approached full **employment** in recent years. At the same time, employment growth is slowing down gradually, partly due to demographic constraints and partly due to development and robotisation in certain industries. As a result of this trend, the unemployment rate, is expected to be about 3.5 percent this year. In 2020, the private sector may see a two-digit wage increase, which may decline gradually thereafter, but should remain robust, at around 4.1 percent in 2020, 2.9 in 2021 and 2.5 in 2022. [3]

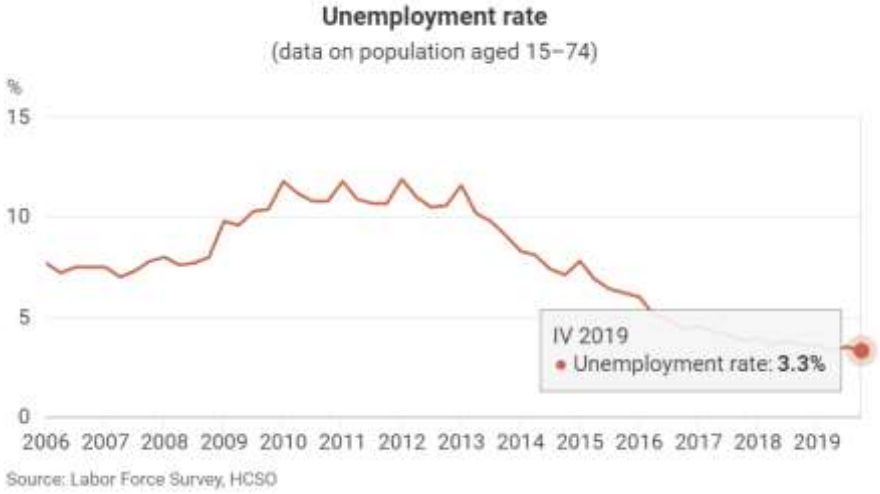
[1] Because of the ongoing COVID-19 crisis, the figures currently show that under the most favorable conditions, the Hungarian economy can grow by 3.7 percent in 2020, but at worst a 0.3 percent decline is also possible. In order to reduce negative impacts, economic protection measures are ongoing.

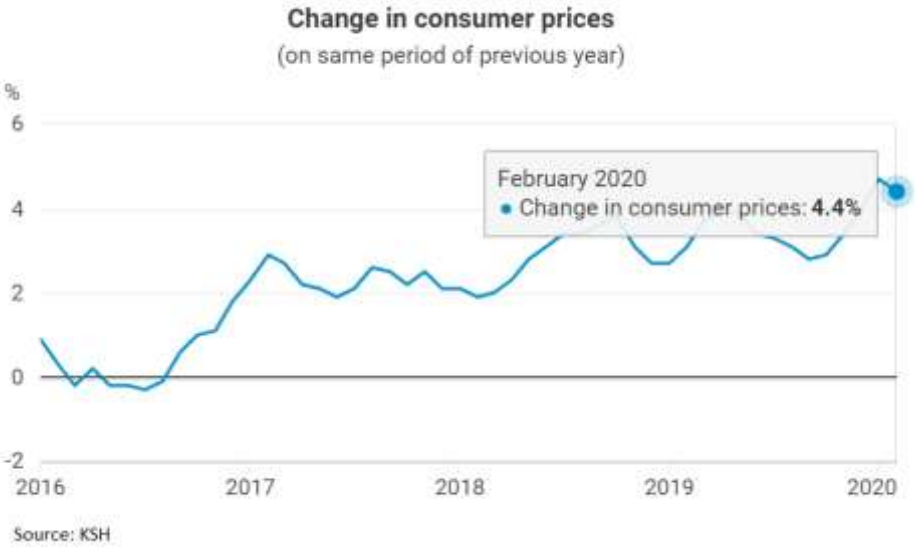
[2] Hungarian inflation is affected by the pandemic in two directions: on the one hand, declining fuel prices due to the coronavirus are holding prices back, while food demand is growing, and many shops are running out of stock. As a result, the price of such food products may skyrocket and so may inflation.

[3] Unemployment in Hungary rose in March as the pandemic hit the country, and the following months could bring a steep increase in unemployment reaching 10 percent. There were about 330,000 unemployed people in Hungary in April 2020, largely 60,000 more than before the onset of the coronavirus crisis and nearly 70,000 more than in April 2019.

Economic Trends







2. DESCRIPTION OF THE SECTOR

In 2019, agriculture and the food industry accounted for a significant part of the economic growth surplus. The significant increase in Hungarian wages played a major role in this, so consumption could also expand.[1]

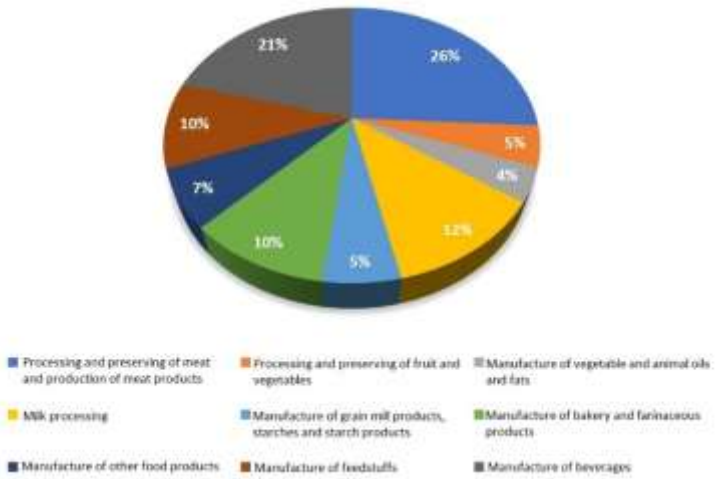
The vision for the sector is determined by a number of objectives, including promoting healthy food production, creating and preserving jobs, and sustainable utilisation of production potential. Strategic programs set out to address key issues: stable financing, balanced management, innovative, efficient businesses, qualified workforce, equal position in the food chain, strong market position and establishing a supportive economic environment. In the food development strategy, special attention will be paid to quality foods that support healthy lifestyles. Continued efforts are also being made to raise consumer awareness of the population.

The aim of the Ministry of Agriculture, responsible for food industry, is to ensure high quality food and to reduce the market for low quality products. The Hungarian Food Book plays a key role in providing credible information and guidance to manufacturers and consumers alike. [2]

a. Food industry in numbers

Based on data from the Federation of Hungarian Food Industries, the **performance of food industry** undertakings contribute 2.2% of GDP, thus the companies make up the third largest manufacturing sector in Hungary. The 5,400 active food companies employ about 100,000 people directly and process 65% of the raw materials. In 2018 the production value of the food industry reached HUF 3,235 billion (or EUR 9,746 820). 60% of total sales is local and 40% is export. Two-thirds of enterprises are micro-enterprises, 15% are small, 0.5% are medium-sized and only 1% are large. According to a statistical approach, 33 sectors are distinguished within the food industry, but the top 10 sectors account for 70% of the total output.

The **largest branches** are meat processing, preserving and preparation; milk processing; manufacture of bakery and farinaceous products and beverages.



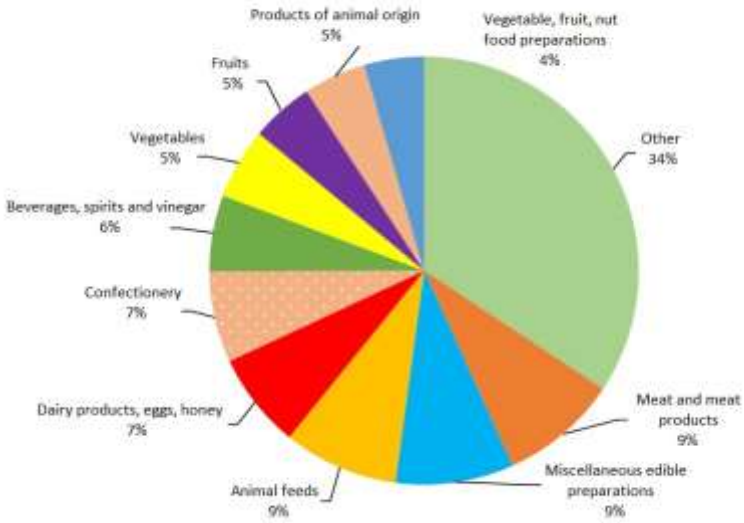
Source: 'Az Élelmiszeripar Számokban' (April 2019), www.elelmiszeripar.hu/2019/04/23/elelmiszeripar-szamokban/

In 2018, the gross value of **investments** in food industry enterprises was HUF 180.9 billion, which was HUF 53.7 billion (42.2 per cent) higher than in the previous year (2017). The capitalized value of investments in 2018 was nearly 40 percent below the value of 2017 (HUF 270.8 billion).[3] The volume of investments in the sector increased by 1.2% compared to the previous year, and increased significantly for the period 2014-2018. The investments showed an average annual growth rate of 10.65%. Within the food industry, the annual average increase was in investment in machinery the highest (+14.39%).[4]

Source: 'Value of investments in food industry' (November 2019), www.elir.aki.gov.hu/cikk/alapadatok

Imports of agricultural and food products totaled EUR 4571 million in the first three quarters of 2019. Import value of agricultural and food products increased by 6.5 percent, the volume of imports grew by 3,3 percent in the first nine months of 2019. National economy imports increased by 5.7 percent. Agri-food products accounted for 5.9 percent of total national import value in the first three quarters of 2019.[5]

The 10 most important import product categories and their share in agricultural imports in the first half of 2019.



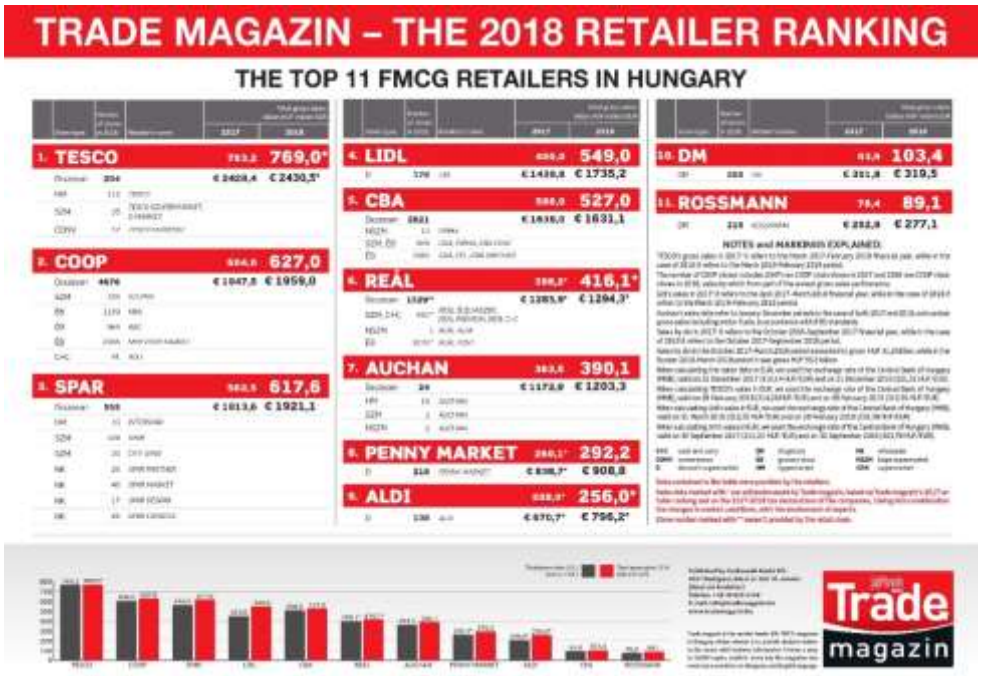
Source: Based on CSO data, compiled by NAIK AKI Agricultural Statistics Department

External trade turnover of agricultural and food products **between Belgium and Hungary** was as follows between the first half of 2018 and the first half of 2019:[6]

						In thousand EUR
	Export			Import		
Belgium	2018. I–VI.	2019. I–VI.	2019/ 2018, %	2018. I–VI.	2019. I–VI.	2019/ 2018, %
	69 922	67 848	97,0	73 876	69 847	94,5

b. Fast Moving Consumer Goods retailers in Hungary

Trade magazine published **the results of the top FMCG retailers of 2018**. The success of the discount stores is unbreakable. Lidl is ranked 4th in 2018. However, the top three did not change compared to the results in 2017 (1. Tesco, 2. COOP, 3. SPAR). According to the data, every chain on the top list was able to increase revenue compared to 2017. According to the data of the Central Statistical Office, trade contributes 10% of GDP each year. In 2018, the entire industry employed 500,000 people. Trade increased by 6.6% in 2018 and exceeded the turnover limit of 11,000 billion HUF. The FMCG market accounts for almost half of that amount, with 5,100 billion HUF. The year-on-year growth of 5% on average remained in 2018. According to Nielsen data, the FMCG market growth in 2018 is 7.2%, which is an extremely good performance, and separating the food and non-food segments, the food market grew by 7% in 2018. According to GFK Hungária Piackutató Kft. data, the number of purchases did not change in 2018, so the increase is due to the increase in occasional spending, in which the rate of price increase also plays a role in addition to 2.8% inflation. 93% of the 4 million households went shopping more often than a year earlier in discount stores. The data show well that the number of stores is dropping sharply, which can be attributed to labor shortages and rising wages. A large number of low-efficiency, low-profile shops with little floor area are closed. This year too, the discounters took the cake. Unfortunately, the boom of hypermarkets have abated in recent times, but due to their size, traffic is holding up well. At the same time, many hypermarkets have been modernized and rebuilt, which is quickly reflecting in sales. This is proven by Spar and Auchan. Spar was very successful in supporting its expansion through the expansion of its franchise to OMV fuel stations. Auchan has expanded with large supermarkets and increased its sales by additional fuel stations. Unfortunately, among Hungarian chains (Reál, Coop, CBA) the loss of stores very traceable. Most of these stores were low-turnover, not profitable units.[7]



3. FOOD MARKET AND CONSUMPTION

According to the latest available data, the average monthly consumption expenditure of households per capita in 2017 was HUF 92.200 (or 277,83 EUR). One of the three largest items of household expenditure in 2017 was food expenditure, with households spending HUF 22.800 (or 68,70 EUR). Within the main food groups, the volume of cereal consumption per capita in 2017 was 7.2 kilograms on average per month, almost unchanged compared to previous years. Household meat consumption increased overall between 2010 and 2017, within this, the average monthly consumption of increasingly expensive pork and cheaper poultry meat also increased. Fruit and vegetable consumption per capita increased despite rising prices.[8]

Quantity / person / month

Product	2010	2017
Cereals, kg	7,1	7,2
Meat, kg	4,4	5,1
- pork	1,3	1,4
- poultry	1,4	1,7
Fruit, kg	3,2	4,1
Vegetables (w/ potato), kg	4,0	4,4

In 2018, 88.2 kg of cereals, 1.1 kg of beef and veal, 18.3 kg of pork, 20.9 kg of poultry and 63.8 kg of meat (in total) were consumed. Hungarians consumed a total of 51.9 kg of fruit and 83.8 kg of vegetables and potatoes.[9]

GfK has conducted a comprehensive survey of a total of 1,400 respondents of domestic eating and cooking habits. Emphasis on health awareness, online information gathering is present in the

slowly changing eating and cooking habits. Only 71% of Hungarians report eating regularly. Young people (under the age of 30) are the least likely to pay attention to regularly eating. Breakfast and lunch are the most important meals in Hungary. Nearly three-quarters of Hungarians would not miss breakfast from their daily routine, while 80% of Hungarians lunch on a daily basis. However, only 6% of Hungarians do not have breakfast. For lunch, most Hungarians eat hot meals. Regular cold meals for lunch are typical of every 15 Hungarians. Slightly more people prefer cold food for dinner than hot meals. Two thirds of Hungarians eat three or four times a day. 6% of the respondents eat at least 6 meals a day. Nearly 70 percent of Hungarians cook several times a week. The proportion of cookers with daily frequency is the lowest in Budapest and the highest in rural towns. When shopping for groceries, the 4 most important aspects (in order) are: delicious, healthy, with an exact indication of the ingredients and the usual, proven product, good experiences.[10]

a. The organic and 'free from' food market

Consumers (and especially young people) are attaching **increasing importance to a health-conscious lifestyle** and are keen on choosing healthier free from products, even if they may not suffer from food intolerance. It is noticeable on the shelves of stores that there is an increasing number of private label products in this category. Practice has shown that consumers are **willing to pay more for the free and/or healthy products**. With this emerging category, brand loyalty has not yet developed, except among people who suffer from food intolerance. Those who have tried a brand and have not caused them any problem, change brands less frequently, but they are open to trying new ones. Also, the number of people suffering from insulin resistance and PCOS is increasing rapidly, therefore, the use of natural sugar substitutes is preferred. The capital is at the forefront in terms of availability and choice of free from products, but the purchase of these items is not completely capital-centered, and rural areas are catching up more and more. There is also an increasing number of events and product demonstrations in the countryside, where there is an increasing emphasis on healthy and clean eating. In the countryside, there are several well-stocked shops in the county seats, where approx. 60-70% of the product range of well-known brands are available permanently. Due to increased demand, smaller stores are opening up to (basic) free from products (eg gluten-free long-life bread, lactose-free dairy products, sugar-free sweets). It is noticeable that quality takes precedence over price. On the other hand, special offers are always of great interest, since that this is a highly price-sensitive market. Today, there are even more people who are suffering from food intolerances or sensitivities, but the number of lifestyle changers and those who want to lose weight is increasing. Consumers buy in larger biocenters, hypermarkets, where there is an endless variety, and products are always available. In addition, online shopping is very popular, but there are still many who like to see the product in person or seek advice from the seller.[11]

Recent research on nutrition and lifestyle habits of TÉT Platform found that 12 percent of consumers regularly search for lactose- or gluten-free products, while low-calorie content is also an important consideration for them.[12] Sugar, lactose, gluten or ice-free ice creams are also gaining ground.[13]

The turnover of free from products is increasing by 25-30% a year.[14] Since 2017, one of the most dynamically developing industries has been manufacturing and trading in products that serve the healthy lifestyle, even though Hungarians have a controversial opinion on the issue health awareness. **The demand for healthy food is very clear**, especially when rejecting additives (artificial

colors, flavors, preservatives). There is a simultaneous increase in consumption frequency and popularity in categories that can be considered healthy (poultry, rice, brown bread, mineral water). Every fourth household buys gluten-free products. However, only 10 percent of customers suffer from gluten intolerance, 90 percent have no such disease and the same applies to the sales of 11 percent of lactose-free brands. Since 2014, **the turnover of gluten-free products has more than tripled**: in 2018 this increased to HUF 5 billion. The **market for lactose-free products** is HUF 26 billion and for **dietary products** HUF 36 billion in 2018. **Organic products** or products with a reduced energy are purchased by 60 percent of households and 21 percent use paleo. A Hungarian household spends HUF 17,000 (or EUR 50,56) per month on free from products. **"Light" products** and **products with reduced energy** are purchased by an older target group, while young people buy organic, paleo, vegan and free from products.[15]

b. Chocolate and sweets

Confectionery manufacturers are expecting further growth in the sales of sweets this year, while the volume may remain unchanged as Hungarian consumers are increasingly opting for quality or premium products. **More and more people are consciously choosing for high value-added products** made from excellent ingredients, including high-cocoa content chocolate, whole-grain biscuits, soft gums and specialty treats, and at the same time, lower quality products made of compound chocolate disappear. The emergence of the **'superfoods' category is a novelty**. In addition to the content, the sophisticated look is also important: many products are given as presents, and manufacturers come up with limited-edition packages and unique decorations. **Renewal and innovation** in the field of packaging have **also become essential**.[16]

A recent study commissioned by the Association of Hungarian Confectionery Manufacturers found that most types of sweets are typically consumed at home, but the smaller the sweets (bite size), the more likely Hungarians will consume it at work or on the way. Experience has shown that Hungarians prefer two flavors: milk chocolate and hazelnut chocolate. Hungarian consumers are basically open to novelties, but are keen to return to familiar brands and flavors.[17] However, in Hungary, at the same time, the consumption of sweets has changed and the confectionery industry is characterized by innovation. The sweet market is constantly expanding, thanks, among other things, to the range of chocolates filled with various biscuits and fruits. The chocolate bars, biscuits, chips and dessert have an equally significant share of almost HUF 30 billion, representing two thirds of the total market. As for the candies, the demand for hard candies is shifting towards soft candies and gumdrops. Protein-enriched slices are becoming increasingly popular among functional sweets. There is also increasing interest in healthier versions of biscuits, many are looking for low-sugar snacks made with wheat flour alternatives (such as oat flour). Practically, the entire repertoire of the confectionery industry shows that more and more people are buying private label products, and consumers no longer identify these products with poor quality. Manufacturers are constantly striving to meet ever-changing consumer demands. There are two exceptional innovations to be noted in this context: on the one hand, ruby-colored, fruity-flavored chocolate, on the other hand, a rearranged sugar molecule which allows to use one third of the same amount of sugar to achieve the same sweetness.[18]

When it comes to the confectionery industry, the **public health product tax** (shortened in Hungarian: **neta**) should be mentioned, which greatly affects the competitiveness of the food industry. From January 2019, the neta has generally increased by 20% in foods and beverages

presenting a health risk. As a result, tax increases are integrated into consumer prices. Recently, several industrial players, including the National Chamber of Agriculture, have taken the initiative to abolish or reconsider the public health product tax because it has not contributed to improving the health situation, while undermining the competitiveness of the local food industry.[19]

In the second quarter of 2019, **sugar confectionery without cocoa content import** was EUR 11,193 thousand at current prices and 3,322 tons. **Other** food products containing chocolate and cocoa **import** accounted for EUR 48,723 thousand and 14,908 tons in the same period.[20] Chocolate import increased by EUR 58.4 million in 2018 compared to 2014. The import of sugar confectionery without cocoa content accounted for EUR 49,739 thousand and 14,539 tons, the import of other food products containing chocolate accounted for 257,262 and 73,599 tons in 2018.[21]

c. Beer market

It is a characteristic of the Hungarian brewing industry that both small factories and large manufacturers are development-oriented, inspiring each other to introduce new technologies and produce high quality beverages. The expansion of the offer is supported by the growing population of demanding Hungarian beer consumers and the Hungarian specialty that international novelties and trends appear in Hungary with very little delay.[22]

According to data of the Association of Hungarian Breweries in the Annual Report 2019 ended with a decrease in beer turnover for the member companies of the Association of Hungarian Brewers (Borsodi Sörgyár Kft., Carlsberg Hungary Kft., Dreher Sörgyárak Zrt., And Heineken Hungária Zrt.) And Pécsi Sörfőzde Zrt. The combined domestic sales of the five largest breweries present in Hungary last year accounted for 6.216 million hectoliters of beer, which is about 44 thousand hectoliters less than the previous year's 6.260 million hectoliters, which meant a 0.7 percent decrease in domestic sales for them. The share and volume of imports in the declining domestic turnover also increased. The volume of imports increased by about 103 thousand hectoliters in 2019 compared to 2018. This reached 766 thousand hectoliters last year, 12.3% of total domestic sales. Regarding the proportions of certain types of packaging in the beer market in Hungary, the sales volume in recyclable glass (21% of the total turnover in 2019) and PET bottle (5.8% of the total turnover in 2019) decreased significantly. The volume of beer sold in non-redeemable bottles accounted for 1.4% of total sales in 2019, which is an increase of 20%. The volume of canned beer also increased, raising the share of canned beer in the total beer turnover to 62.9%. The volume of beer sold in casks was 558 thousand hectoliters last year, which represents a 9% share of this product segment in total beer sales. The growth of the demand for quality beers is a global trend that already determines the beer market in Hungary. In view of the range of products sold domestically, sales of products in the super premium category increased the most. By 2019, that volume had already grown to 309,000 hectoliters, an increase of 22 percent in one year. The volume of premium beers increased by 18.6 percent to 1.217 million hectoliters. Thus, in 2019, the combined **demand for premium and super premium products in the domestic market reached 24.6% of total turnover**. Sales of mid-range products decreased by 5.1% compared to 2018. Last year, 3.637 million hectoliters of this segment were sold in Hungary. About 192,000 hectoliters less mid-range beer was sold domestically than a year earlier. In addition to the development of the premium category, there has been a significant shift in the market for new types of beer. The turnover of flavored beers with reduced alcohol content fell by 18,000 hectoliters last year, shrinking their share to 1% of the total sales. Overall, 4.75% of the total turnover, about 295 thousand hectoliters, was sold from flavored and unflavoured non-alcoholic beers, a similar amount as in the previous year.[23]

According to the Hungarian economic portal Világgazdaság, Hungarians consume an average of 63-64 liters of beer per year, far behind European leaders, including Germany, the Czech Republic and Poland.[24] The Association also conducted a quick survey with regard to beer consumption among festivalgoers. Three quarters (74%) of the respondents prefer to have beer-experiences with their friends and 22% with family members. Half of the respondents (48%) drink beer several times a week. The most popular places for beer consumption were the bars, pubs (41%), while festivals (33%) were the second most popular. According to the results of the survey, domestic beer festivals are coming up: many "first-timers" plan to return to the beer festival, 17% said they did not go to a beer festival for the first time, but certainly not the last time. Half of the respondents visit such festivals once or twice a year, and a quarter go whenever they can.[25]

The busy season is between May and August, during which 44 percent of the total annual volume is sold. **Most of the sales are concentrated in large supermarkets.** 90% of the beers sold are traditional, unflavoured. 97% of sales are lager beer.[26]

In 2019, a total of 87 companies were active in the field of beer production, with an average number of employees of 1724. Beer production is a concentrated industry, with three large companies accounting for 83,9 percent of net sales. In addition to large companies, another 74 micro-enterprises and 10 small enterprises are involved in the brewing industry.[27]

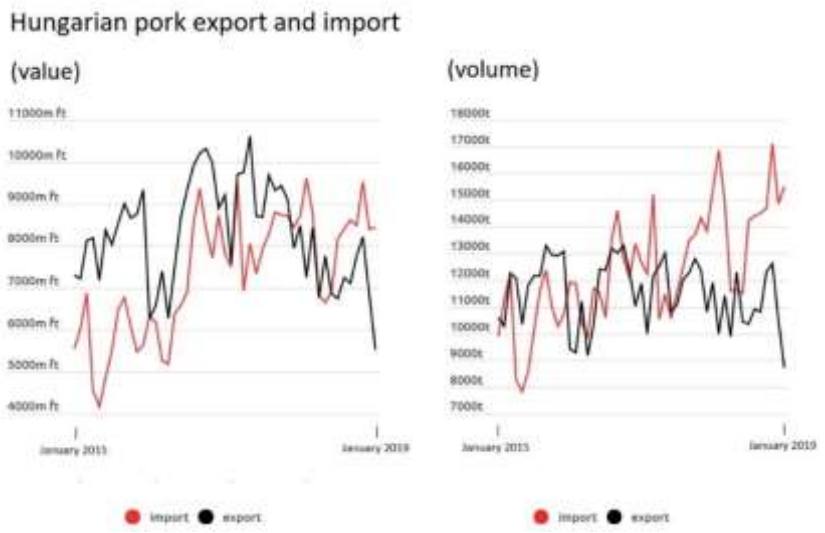
Total sales revenue of beer production was HUF 163,195 million.[28] The **import value** was in 2019 67,918 thousand EUR.[29] **The volume of beer import increased by 24.3 percent** in the fourth quarter of 2019 compared to a year earlier.[30]

According to the data of the Association, the increasing imports further exacerbated the situation of Hungarian brewers. According to market information, imports increased by more than 25%. While Hungarian beer consumers are increasingly looking for quality, one should remember that the beer industry is a price-sensitive sector, and consumers are willing to pay more than usual only for excellent products.[31]

d. Meat consumption in Hungary

Meat consumption is increasing in Hungary, according to the CSO, **Hungarians consumed an average of almost 64 kilograms of meat per capita in 2018**, which is almost 3 kilos more than the 2017 average. However, according to the European Commission, there may be a decline in the future.[32] **Nearly half** of the ever-increasing meat consumption **is accounted for by pork consumption**. On average, Hungarians consume nearly 30-40 kilos of pork a year. Swine fever has led to a sharp rise in the price of pork, which, in turn, has led to an increase in the consumption of poultry meat.[33]

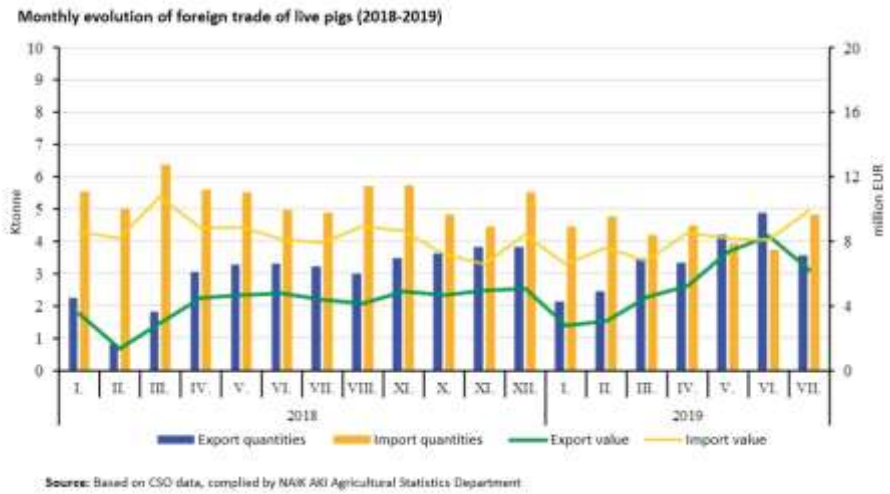
According to the Hungarian Central Statistical Office, the Hungarian pig population is close to 2.9 million. **Chicken is the most popular type of meat**, with over 90 percent of the Hungarians consuming it daily. Pork is also not far behind, it is the second most consumed meat, with 80 percent daily, weekly consumption.



Source: CSO Hungary

Beef, turkey, fish are consumed in avarage only once a month, while duck, geese and game meat are even rarer on the tables of Hungarians. Price is important to consumers when purchasing pork. Two thirds of consumers are conscious of shelf-life, product ingredients and food safety. The origin of the goods, the opinion of family members, the appearance of the product and the values of the preservatives are also important when purchasing. Surprisingly, consumers do not consider cholesterol, energy, and fat to be important factors.[34]

While imports of live pigs are declining, pork imports are increasing significantly, by more than 10 percent, to 172,000 tonnes in 2018.[35] According to CSO data, Hungary's live pig imports decreased by 20 percent in the first seven months of 2019 compared to the same period in 2018. On the international market, pork imports did not change significantly during the period considered. Poultry imports increased by 10 percent in the first seven months of 2019 compared to the same period in 2018, while imports of live cattle decreased by 29 percent in January-July 2019 compared to January-July 2018. Beef imports increased by 23 percent.[36]



Thanks to the increase in Hungarian wages and the spread of conscious lifestyle, Hungarians are increasingly buying fish and are eager to try other fish-based dishes.[37] In 2018, fish consumption

per capita in Hungary was 6.7 kg which is one kilo more than in 2014.[38] The reduction of fish VAT to 5% played a major role in this.

4. OPPORTUNITIES IN THE HUNGARIAN FOOD MARKET AND INDUSTRY FOR FLEMISH BUSINESS OPERATORS

Regarding the retail chain, the FMCG companies react to **diet trends** in two ways; through remodeling the selection and expanding the **private label products**. For example, for Tesco, nearly half of the range of **healthy dry products is free from**, and they expand their private label products with **organic products**. In addition, the range of flours and **gluten-free** pasta will be expanded. At dm, they also strive to provide a variety of products for special diets for **people with intolerance** and offer alternatives to them in almost every product line. This includes bread, flour, dairy drinks, oatmeal, snacks, desserts, vegan bread toppings with different flavors, and even ready meals. **Milk substitutes** are particularly popular in their stores.[39] ALDI develops its range of products at all stores so that shoppers on a special diet will find products that can be included in their diets, at a consistently low price. ALDI offers nearly 70 gluten-free products, with a similar number of **lactose-free products**. In 2019, the company offers about 70% more free from products than 3 years earlier. ALDI strives to offer its customers the widest range of products and will continue to increase the number of free from products in the future.[40] In 2019, **the market for free from and functional products** became a priority issue also for SPAR, and the chain is constantly expanding its range accordingly. SPAR communicates news and periodic promotions in stores and leaflets.[41]

As for sweets, the key to success is innovation and novelty. As in the world, the premium segment is gaining ground in Hungary as well. The combination of different flavors, thus enhancing the experience, has come to the forefront of many manufacturers, and such sweets may be on the market in the near future. The next big leap in the confectionery industry could be the controversial "mass individualization". Manufacturers will be able to effectively produce products that are tailored to small groups or individuals (a combination of different food intolerances and popular and/or unique flavors). In addition to the many novelties, of course, tradition is also important to Hungarian costumers. Consumers appreciate trusted brands with a long history, which for decades have provided the same experience, based on traditional recipes.[42]

With regard to the Hungarian beer market, Hungarians are open to **quality novelties and educational beer consumption**. Craft beers are gaining ground in recent years, while the abbey beer market is small. A new beer could enjoy a warm welcome on the Hungarian market, considered traditional in its own market. Beer festivals are great venues to introduce novelties to the consumers. The number of diagnosed gluten intolerant people is increasing in Hungary. Therefore they also had to give up beer, as its most important raw material is barley malt. Although some imported gluten-free beers are available on the Hungarian market, they are very expensive and extremely difficult to obtain. As a result, **gluten-free beers are scarcity** in Hungary.[43]

Concerning the meat sector, we can say that there are many possibilities, considering that **Hungarians are meat lovers**. Most dishes of the Hungarian gastronomy are based on meat.

Hungarians also like to top one of the most popular desserts with meat: Hortobágy-style pancake has been traditionally a popular dish. Sausages and meat pastes are very common in Hungarian breakfasts. Meat-based ready-made and semi-prepared dishes are also popular.

5. ACCESS TO THE MARKET

a. Fairs, exhibitions and events

Országos Mezőgazdasági és Élelmiszeripari Kiállítás és Vásár (OMÉK)

The National Agriculture and Food Exhibition and Fair (OMÉK) is the largest and oldest agricultural event in Hungary, with rich traditions and more than a hundred years of history. Between 26 and 29 September 2019, the 79th edition of OMÉK took place at HUNGEXPO Budapest Fair Center. While retaining its traditional character of a fair open to the public, the exhibition emphasized topical issues such as sustainability, increased consumer awareness, the presentation of the food industry in its full diversity, the digitalization of agriculture and agricultural innovation, as well as raising the profile of careers in agriculture. OMÉK 2019 focused on the food industry, professionalism, international aspects of the industry, and innovation. In the spirit of efficiency, OMÉK 2019 was held in a more focused space. As a result, animal breed and machinery presentations were hosted at various venues around the country in the run-up to OMÉK, which itself concentrated over a period of four days. The four-day event began with a trade day, after which the general public, families and students received special attention.

www.omek.amc.hu/en

SIRHA

Sirha Budapest is one of the most significant food and HoReCa trade shows in Central and Eastern Europe. The last edition was visited by experts from 35 countries, including Germany, Austria, Italy, Poland, Czech Republic, Croatia, Slovakia, Serbia, Montenegro and Romania. The organizers are particularly proud of the fact that for the fourth occasion, in 2020 the Hungarian capital city had the chance to host the regional event of Europe's most significant HoReCa and Retail Show, Sirha Budapest. This marks an event not to be missed by those working in the catering industry, where the professional audience can meet the key operators of the sector and discover the latest developments of the gastronomy scene at HUNGEXPO Budapest Congress and Exhibition Center. The event is the only local exhibition with all the key components: gastronomy, hotel and restaurant catering, industrial kitchen appliances, food trade, baking industry and a host of other related services. Perhaps it's no exaggeration to say that the reputation of Sirha Budapest was established by the European Selection of Bocuse d'Or and the Hungarian achievements at the event.

www.sirha-budapest.com/en

Beer related events are very common, so here are just a few of the major events. For more events, please visit: https://beerporn.hu/?s=s%C3%B6rfesztiv%C3%A1l / https://beerporn.hu/itt-vannak-egy-helyen-2019-legfontosabb-soros-esemenyei/

Belvárosi Sörfesztivál

In 2019, for the third time in the center of Budapest, the huge Belvárosi Sörfesztivál (Downtown Beer Festival) was organized between 5 and 10 June where about 250 types of beer could have been tasted in 6 days. Unique names, exceptional breweries, top-quality foreign beers and the best of Hungarian craft beers attract passers-by. The event is the annual forum of the Hungarian beer world, where the entire beer market is represented. In 2018, more than 100,000 visitors drank more than 150,000 glasses (0,5 l) beer at the event. This time, visitors could drink from special beer glasses instead of disposable plastic cups. The aim of the festival every year is to strengthen Hungarian beer culture and to introduce visitors to the premium beers from Hungarian and international breweries.

www.sorfesztival.hu/

Budapest Beer Week

BPBW | Budapest Beer Week is an international craft beer festival in the heart of Budapest / Hungary. Tasting sessions with an all you can taste concept for a fixed price, live music events and after parties with the best underground bands and DJs of the region.

www.bpbw.hu/venues/

'Sweet Days' Budapest Chocolate and Sweets Festival

The sweetest weekend of the year is on 13-15 September in Budapest on St. Stephen's Square in front of the Basilica and in the Zrínyi Street. The festival is Europe's 4th largest open-air event with sweets theme. In recent years, Hungarian chocolate and confectionery manufacturers have taken the most prestigious professional awards in Europe.

www.edesnapok.hu/budapest-2019/

Országos Csokoládé Fesztivál in Szerencs

For the 12th time in 2019, the National Chocolate Festival was waiting for the guests and exhibitors arriving from here and beyond the border. Various cultural programs, sweepstakes, sports competitions, candy shows and tastings, chocolate fairy tale figurines, chocolate adventure park, fairgrounds, and many sweet surprises offer junket for children and adults as well.

b. Public bodies and professional organisations

- Táplálkozás, életmód, testmozgás Platform (TÉT Platform)
  Nutrition, Lifestyle, Exercise Platform
  1062 Budapest, Andrássy út 61. 1/5.
  Tel: +36 30 311 5365
  E-mail: info@tetplatform.hu
  Web: www.tetplatform.hu

- Élelmiszer-feldolgozók Országos Szövetsége (ÉFOSZ)
  National Association of Food Processors
  1034 Budapest Bécsi út 126-128.
  Tel: +36 1 889 61 59
  E-mail: efosz@efosz.hu

Web: www.efosz.hu

- Magyar Ásványvíz, Gyümölcsé és Üdítőital Szövetség (MAGYÜSZ)
  The Hungarian Juice and Soft Drink Association
  1124 Budapest, Apor Vilmos tér 25-26.
  Tel: +36 1 202 4495
  E-mail: softdrink@asvanyvizek.hu
  Web: www.uditoitalok.hu/

- Magyar Édességgyártók Szövetsége
  Association of Hungarian Confectionery Manufacturers
  1064 Budapest, Vörösmarty utca 47/a.
  Tel: +36 70 359 6989
  E-mail: sec.gen@hunbisco.hu
  Web: www.hunbisco.hu

- Magyar Húsiparosok Szövetsége
  Hungarian Meat Industry Federation
  1111 Budapest, Lágymányosi utca 7.
  Tel: +36 30 401 7661
  E-mail: meatfed@husszov.hu
  Web: www.husszovetseg.hu

- Magyar Hűtő- és Konzervipari Szövetség
  Hungarian Cooling and Canning Industry Association
  1096 Budapest, Haller u. 2.
  Tel: +36 1 433 1470
  E-mail: info@mhksz.hu
  Web: www.mhksz.hu

- Magyar Pékszövetség
  Federation of Hungarian Bakers
  1117 Budapest, Dombóvári út 5-7.
  Tel: 06 1 204 9004
  E-mail: iroda@pekszovetseg.hu
  Web: www.pekszovetseg.hu

- Magyar Dietetikusok Országos Szövetsége (MDOSZ)
  Hungarian Dietetic Association
  1151 Budapest, Batthyány u. 22.
  Tel: +36 1 269-2910
  E-mail: mdosz@mdosz.hu
  Web: www.mdosz.hu

- Nemzeti Agrárgazdasági Kamara
  Hungarian Chamber of Agriculture
  1119 Budapest, Fehérvári út 89-95.
  Tel: +36 1 802 6113
  E-mail: international@nak.hu
  Web: www.nak.hu

- Országos Kereskedelmi Szövetség
  National Commercial Association
  1034 Budapest, Bécsi út 126-128.
  Tel: +36 1 212 2107
  E-mail: kapcsolat@oksz.hu
  Web: www.oksz.hu

- Felelős Élelmiszergyártók Szövetsége
  Federation of Hungarian Food Industries
  1034 Budapest, Bécsi út 126-128.
  Tel: +36 1 889 6159
  E-mail: fesz@elelmiszeripar.hu
  Web: www.elelmiszeripar.hu

- Magyar Sörgyártók Szövetsége
  Association Of Hungarian Brewers
  1118 Budapest, Kelenhegyi út 41. fsz. 1.
  Tel: +36 30 832 3180
  E-mail: mssz@sorszovetseg.hu
  Web: www.sorszovetseg.hu

- Magyar Biokultúra Szövetség
  Hungarian Bioculture Association
  1132 Budapest, Visegrádi utca 53. 3. emelet/1.
  Tel: +36 1 214 7005
  E-mail: biokultura@biokultura.org
  Web: www.biokultura.org

- Biokontroll Hungária Nonprofit Ltd.
  1112 Budapest, Oroszvég lejtő 16.
  Tel: +36 1 336 1166
  E-mail: info@biokontroll.hu
  Web: www.biokontroll.hu

- „Cöli" Lisztérzékenyek Egyesülete
  „Cöli" Celiac Disease Association
  6720 Szeged, Dózsa Gy. u. 5.
  Tel: +36 30 935 1476

E-mail: coliegyesulet.szeged@gmail.com
Web: www.coliegyesulet.hu

- Laktózérzékenyek LP.
  1047 Budapest, Bródy Imre u. 13.
  Tel: +36 1 230 35 00
  E-mail: laktozerzekenyek@vipmail.hu
  Web: www.laktozerzekenyek.eu

- Magyar Cukrász Iparosok Országos Ipartestülete
  National Confederation of Hungarian Pastry Craftsmen
  1185 Budapest, Üllői út 674.
  Tel: +36 1 266 41 65
  E-mail: kapcsolat@cukraszat.net
  Web: www.cukraszat.net

- Magyar Csokoládé és Édesség Szövetség
  Hungarian Chocolate and Sweets Association
  1118 Budapest, Sasadi út 66.
  Tel: +36 1 224 0265
  E-mail: szovetseg@magyarcsesze.hu
  Web: www.magyarcsesze.hu

- Magyar Húsiparosok Szövetsége
  Hungarian Meat Industry Federation
  1111 Budapest, Lágymányosi utca 7.
  Tel: +36 30 401 7661
  E-mail: meatfed@husszov.hu
  Web: www.husszovetseg.hu

- Élelmiszerlánc-felügyeletért Felelős Államtitkárság
  Minister of State for Food Chain Supervision
  1055 Budapest, Kossuth Lajos tér 11.
  Tel: +36 1 795 2000
  E-mail: info@am.gov.hu
  Web: www.kormany.hu/hu/foldmuvelesugyi-miniszterium

- Nemzeti Élelmiszerlánc-biztonsági Hivatal
  National Food Chain Safety Office
  1024 Budapest, Keleti Károly utca. 24.
  Tel: +36 1 336 9000
  E-mail: ugyfelszolgalat@nebih.gov.hu
  Web: www.portal.nebih.gov.hu

- Országos Kereskedelmi Szövetség (OKSZ)
  National Commercial Association
  1034 Budapest,Bécsi út 126-128.
  Tel: +36 1 212 2107
  E-mail: kapcsolat@oksz.hu
  Web: www.oksz.hu

c. Magazines

- BEERPORN.HU
  1112 Budapest, Ördögorom út 9.
  Editor-in-chief: Mr. Gábor KNAP
  Tel: +36 70 530 3808
  E-mail: pikolo@beerporn.hu
  Web: www.beerporn.hu

- Agrárszektor
  1033 Budapest, Polgár u. 8-10.
  Tel: +36 1 472 2093
  E-mail: agrarszektor@portfolio.hu / info@agrarszektor.hu
  Web: www.agrarszektor.hu

- Laktózérzékeny.hu
  2220 Vecsés Város u. 2.
  Tel: +36 (30) 569 9028
  E-mail: szerkesztoseg@laktozerzekeny.hu
  Web: www.laktozerzekeny.hu

- Trade Magazin - Grabowski Kiadó Kft.
  1037 Budapest, Bécsi út 269.
  Tel: +36 30 826 4158
  E-mail: info@trademagazin.hu
  Web: www.trademagazin.hu

- Store Insider
  Tel: +36 1 430 4543
  E-mail: acs.dora@elelmiszer.hu
  Web: www.storeinsider.hu

d. Fast Moving Consumer Goods retailers (in the order of the 2018 retailer ranking)

- TESCO-GLOBAL Zrt.
  2040 Budaörs, Kinizsi út 1-3.
  Tel: +36 20 827 00 00
  E-mail: ujajanlat@hu.tesco-europe.com
  Web: www.tesco.hu

- UNIVER-COOP Zrt.
  6000 Kecskemét, Kiskőrösi út 5-9.
  Tel: +36 76 50 07 00
  E-mail: coophungaryzrt@coop.hu
  Web: www.coop.hu

- SPAR Magyarország Kft.
  2060 Bicske, SPAR út 0326/1.hrsz
  Tel: +36 20 823 70 00
  E-mail: info@spar.hu
  Web: www.spar.hu

- Lidl Magyarország Bt.
  1037 Budapest, Rádl árok 6.
  Tel: +36 80 02 05 34
  E-mail: info@lidl.hu
  Web: www.lidl.hu

- CBA Kft.
  2351 Alsónémedi, 2402/1 hrsz
  Tel: +36 29 62 00 00
  E-mail: ertekesites@cba.hu
  Web: www.cba.hu

- Reál Hungária Élelmiszer Kft.
  2051 Biatorbágy, Rozália park 5-7.
  Tel: +36 23 53 06 60
  E-mail: mail@real.hu
  Web: www.real.hu

- AUCHAN MAGYARORSZÁG Kft.
  2040 Budaörs, Sport utca 2-4.
  Tel: +36 23 88 62 00
  E-mail: info@ccifrance-hongrie.org
  Web: www.auchan.hu

- **Penny-Market Kft.**
  2351 Alsónémedi, Penny utca 2.
  Tel: +36 29 33 93 00
  E-mail: ugyfelszolgalat@penny.hu
  Web: www.penny.hu

- **Aldi Magyarország Élelmiszer Bt.**
  2051 Biatorbágy, Mészárosok útja 2.
  Tel: +36 23 53 35 00
  E-mail: info@aldi.hu
  Web: www.aldi.hu

- **dm Kft.**
  2046 Törökbálint, DEPO Pf.: 4.
  Tel: +36 23 51 61 99
  E-mail: info@dm.hu
  Web: www.dm.hu

- **ROSSMANN Magyarország Kft**
  2225 Üllő, Zsaróka út 8.
  Tel: +36 29 889 800
  E-mail: ugyfelszolgalat@rossmann.hu
  Web: www.shop.rossmann.hu

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Date of publication: April 2020