



Food and beverage to Hungary.

Trends and opportunities

The market

Hungary has a population of 10 million, and attracts around 30 million tourists each year. Budapest is a modern city with huge shopping malls and all the international brand names available. Although some sections of the Hungarian population remain economically disadvantaged, living standards and aspirations are rising.

Hungary is one of the new members of the [European Union](#) (EU). **The process of accession has already had a positive affect on foreign direct investment into Hungary**, with high levels of foreign-ownership of supermarkets and food processing operations.

Standards of food production and agriculture, as well as import regulations and tariffs have come into line with EU norms as part of the accession process.

The European supermarket chains, who have invested heavily in Hungary, brought with them the full range of grocery products. **Shoppers in Hungarian stores have a similar range of staples and luxury foods as those across Europe.** European and global brands sit alongside domestic Hungarian brands.

Imports remain low, as Hungary has a strong domestic processing sector, much of it foreign-owned. However, as tourism continues to increase, and consumer aspirations rise, the demand for a wider variety of luxury, healthy eating and convenient day-to-day groceries will lead to more imports.

Meat is an important part of the Hungarian diet. Pork and poultry are dominant in the Hungarian diet while beef, lamb and fish consumptions are much lower.

Hungarians have always been high consumers of fresh and preserved fruits and vegetables, because the farmland is so rich. As Hungary must import all exotic products and citrus, there may be opportunities for Australian suppliers as eating patterns slowly move towards counter-seasonal supply.

Being a land-locked country, **Hungarians are not big fish and seafood consumers**, although local fresh-water varieties such as pike and perch are widely available in supermarkets and restaurants. An increased awareness of healthy eating and a desire for more choice has driven more interest in sea and fresh-water fish. Consumption remains low in comparison to other European countries, with the main opportunity being for the supply of frozen product to the burgeoning restaurant and hotel trade.

(Source: Hungarian Ministry of Economy and Transport)

As a change with the EU membership Hungary has adopted the EU's duty system, TARIC, which significantly lowers the duty rates for Australian alcoholic products in Hungary, providing **excellent opportunities for Australian wine producers.**

Opportunities

The following opportunities exist for Australian exporters interested in the Hungarian food and beverage industry:

- ≠ red meat
- ≠ counter-seasonal and exotic fruits
- ≠ vegetables and nuts
- ≠ health foods
- ≠ convenience foods
- ≠ luxury goods
- ≠ wines and spirits

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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