



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 4/6/2001

GAIN Report #HU1009

## Hungary

### Dried Fruit

## Market Update and Contact Information

### 2001

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**Report Highlights:** In the last five years, Hungary's official imports of dry fruits have increased 300 percent to over 2,700 tons and raisins imports have increased by 65 percent to over 450 tons. These increases are partly due to dynamic increases within the sweets, muesli, granola bar and bakery industries. U.S. market share is falling due to a lack of consumer oriented packaging and the need for market promotion activities that differentiate U.S. raisins and prunes from other lower quality imports.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Vienna [AU1], HU



**Market Size:**

Hungary produces 4,000-5,000 MT of dry fruit, apples, plums and tart cherries annually, of which, 1,500 MT are destined for domestic consumption. These domestic markets include fruit markets, retail food stores and breakfast cereal mix manufacturers, while high quality products are generally destined for export markets.

Total imports into Hungary include 2,700-2,900 MT of raisins annually and better quality dry fruits which are supplied to sweets, bakery and breakfast cereal companies and confectioners.

**Market Trends:**

In the last five years, imports of dry fruits have increased 300 percent and raisins have increased by 65 percent. These increases are partly due to dynamic increases within the sweets, muesli, granola bar and bakery industries.

Despite overall growth in the Hungarian dry fruits market, the United States' market share has experienced only slight increases due to competition from Turkey and China. Raisin exports fell from their peak of 252 MT in 1996-97 to only 80 MT in 1999. This peak is consistent with marketing events which boosted sales in domestic markets. Raisin producers in California face disadvantage as they only export bulk quantities through wholesalers and face competition with Iranian, Turkish and South African products.

**Company Profiles:**

Major importers of dry fruits and raisins include distributors of baking and confectionary ingredients and multinational sweets companies. Grocery stores, including convenience shops and hypermarkets, are supplied by import/packaging/distribution companies. As imports are generally supplied in bulk form, the packaging companies will feature their logo on packages of dry fruits, nuts and raisins.

**Import Tariffs:**

Dry fruits	MFN rate 37%	Preferential rate for EU and CEFTA 0% Under a 180 MT GATT quota (open for the USA) 30% Under a 75 MT quota for Turkey (only for dried apricots) 0%
Raisins	MFN rate 10%	Preferential 5.5 % for Iran under the 1 <sup>st</sup> column



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