



# MEAT BUYING AND CONSUMPTION HABITS IN HUNGARY

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**The aim of this paper** was the preparation of a short literature based summary on the meat buying and consumption habits in Hungary.

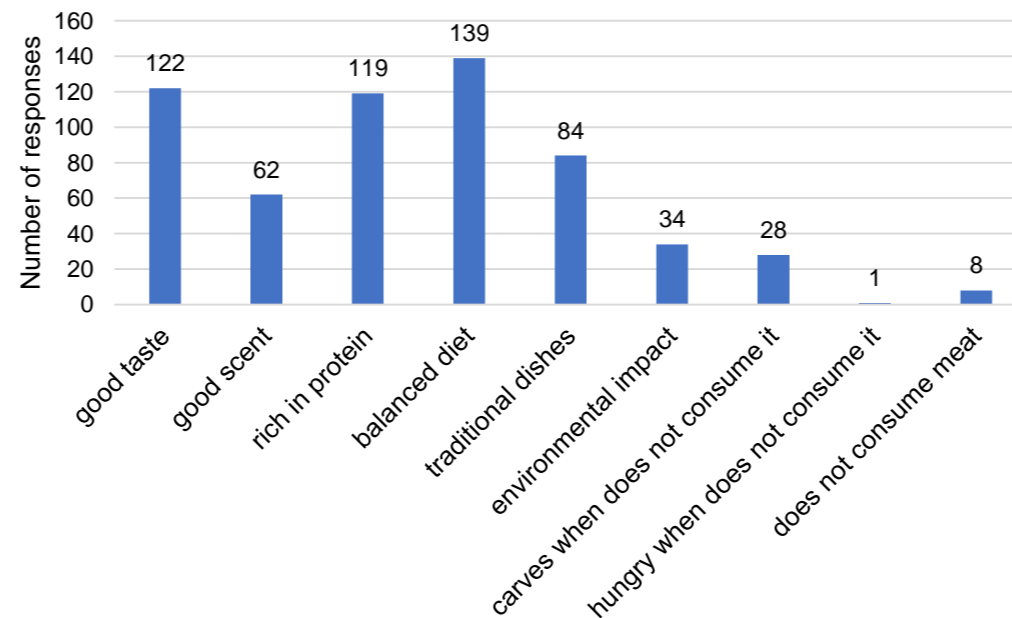
## Facts

- Hungary is a meat consumer country
- Meats have high and complete protein content
- Protein consumption has been growing steadily in Hungary since 2013

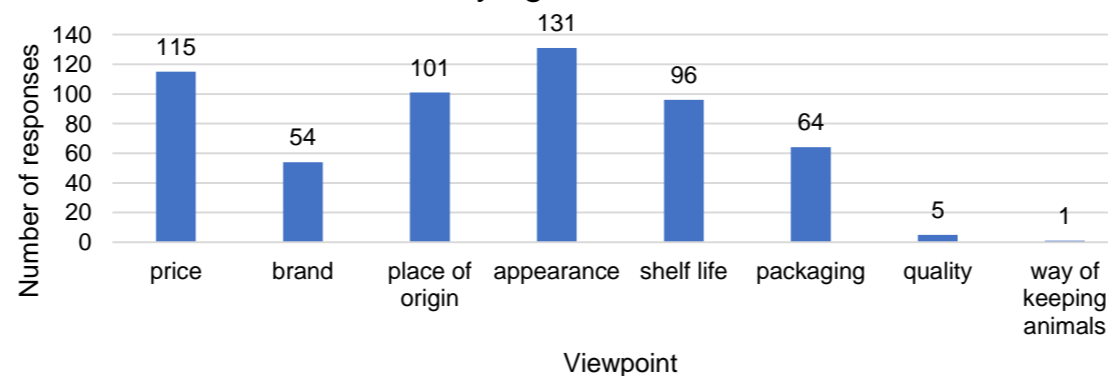


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Causes of meat consumptions



Cause of meat consumption  
Meat buying considerations



## Results and conclusion

- Poultry and pork are the most popular meats in Hungary
- Most people believe that eating meat is necessary for balanced diet
- Many people eat meat due to our traditional dishes
- Buying meat and meat products the main aspect is appearance
- Hungarian consumers are price sensitive. Price is important for nearly 60% of the respondents
- There is a higher education rate among vegetarians
- Vegetarians consider this diet healthier