



Euromonitor
International

Spirits in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation dampens premiumisation as consumers prioritise essentials over discretionary spending
Brand loyalty and flavour innovation shape a competitive but restrictive landscape
Discounters and e-commerce reshape the retail landscape while on-trade continues to struggle

PROSPECTS AND OPPORTUNITIES

Balancing growth and responsibility remains a delicate challenge
Transforming tastes: the rise of premium and craft spirits via market education
Innovation in a market built on tradition

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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On-trade vs off-trade split
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MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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