



Euromonitor
International

Wine in Hungary

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine market struggles to return to pre-pandemic level
- Innovation in wine production blends modern technology with traditional values
- Retail landscape diversifies as discounters gain ground and tourism supports on-trade revival

PROSPECTS AND OPPORTUNITIES

- Navigating between growth and responsibility: the challenge for Hungarian wine producers
- Balancing quality, quantity and health
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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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