



Tobacco in Hungary

July 2025

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2024 DEVELOPMENTS

- The decline in volume sales is driven by a growing awareness of health risks and the availability of alternative products
- Premium and economy brands perform well on the competitive landscape
- Sales of tobacco are restricted to food/drink/tobacco specialists in Hungary

PROSPECTS AND OPPORTUNITIES

Ongoing polarisation is set to negatively impact mid-price options across the forecast period
The Hungarian government will focus on curbing tobacco consumption and promoting less harmful alternatives
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Cigars, Cigarillos and Smoking Tobacco in Hungary

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Volume declines for cigarillos and smoking tobacco, while cigar sales continue to grow
Continental Dohányipari Zrt and Imperial Tobacco Magyarország Kft retain the leading positions
The state-regulated National Tobacco Stores lead the distribution of all tobacco products

PROSPECTS AND OPPORTUNITIES

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 New brands launch within heated tobacco, where Philip Morris retains its lead
 Food/drink/tobacco specialists accounted for all sales as retail e-commerce remains banned

PROSPECTS AND OPPORTUNITIES

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