



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Hungary

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth for heated tobacco and e-vapour products as consumers migrate to options perceived to be less harmful

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

The 2025 legislation is set to enable informed choices on smoke-free alternatives

Illicit trade will continue to challenge sales and exposes consumers to potentially harmful substances

Stricter regulations are set to challenge innovation opportunities across the forecast period

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Tobacco in Hungary - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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PRODUCTION/IMPORTS/EXPORTS

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