

Alcoholic Drinks in Hungary

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Report description:

Alcoholic drinks in Hungary experienced an unexpectedly good performance and positive developments across all categories in 2021. People drank more alcohol because of the lockdowns and working from home, and then catching up socially following the reopening of society in the summer. Therefore, in the first half of the year, high home consumption, and in the second half, the recovery of on-trade drove the sales growth of alcoholic drinks in 2021. Beer posted the weakest growth as Hungarians are m...

Euromonitor International's Alcoholic Drinks in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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