

## **Spirits in Hungary**

Market Direction | 2022-07-08 | 34 pages | Euromonitor

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### **Report description:**

Despite the growth of tax-free home distilling of palinka and the still hampered on-trade performance, spirits sales increased dynamically in 2021. During the first half of the year, lockdowns resulted in a strong increase in the home consumption of spirits, whilst in the second half of 2021, foodservice establishments were fully open and on-trade sales could resume and recover. Consumers' purchasing power weakened somewhat, slowing down the previously strong premiumisation trend.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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Company strategy during the pandemic - support for on-trade recovery

The emergence of premium long drinks and mixers

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Stable spirits performance expected with gradual on-trade recovery

Competition set to increase - product development might suffer and demand for economy spirits is expected to grow

New products: the success of flavours, fusion, mixers and everything "craft"

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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