

Wine in Hungary

Market Direction | 2022-07-08 | 36 pages | Euromonitor

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Report description:

Wine has been less affected by the market disruptions caused by the COVID-19 closures. On the contrary, 2021 saw a strong volume consumption increase in the determining category, still light grape wine due to changes in consumer demand and the impact of the pandemic. Regular wine consumers, spending more time at home in the first half of 2021, increased their purchases.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WINE IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic benefits wine consumption, with a rising demand for quality wine

Retail chains continue to lead sales, set trends and raise consumer awareness

Easy-to-drink, light, aromatic still white wines trending

PROSPECTS AND OPPORTUNITIES

Positive forecast for wine, with cooperation of wineries and retailers, plus private label growth

Innovation in wine: convenient and alternative formats

Diversification of wine consumption expected with the help of e-commerce

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