

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

Market Direction | 2022-07-18 | 34 pages | Euromonitor

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### **Report description:**

Heated tobacco sales soared in 2021, seizing significant share compared to cigarette sales. Heated tobacco products are becoming increasingly popular in Hungary, with prevalence growing the most in 2021. The number of heated tobacco users was estimated at 277,000 at the end of the year. Heated tobacco is very popular among the young, urban, white-collar population. Consumers see the competitive advantages: less harmful, different flavours available, relatively less cost involved, and flexible us...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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 the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

- \* Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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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reliable information resources to help drive informed strategic planning.

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#### **KEY DATA FINDINGS**

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Heated tobacco, the new driving product of the Hungarian tobacco market, attracts users at a high rate as the shift away from cigarettes continues

Ban on flavoured nicotine-containing e-liquids crashes legal e-vapour sales while single-use vaping pens become popular on the black market

Product developments in the new smoke-free categories feature favourite flavours and more efficient devices

#### **PROSPECTS AND OPPORTUNITIES**

Competition to intensify in heated tobacco

Restrictive legislation makes the future of the legal e-vapour market uncertain and the black market and workarounds thrive

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