

## **Tobacco in Hungary**

Market Direction | 2022-07-18 | 64 pages | Euromonitor

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### **Report description:**

The tobacco market remained stable in Hungary, overall, in 2021. COVID-19 did not cause any major disruption, but there was a big difference in the performance of individual categories. Some segments, such as cigars or pipe tobacco, benefited from consumers spending more time at home. An ongoing migration to alternatives was observed in 2021. Rising health awareness is contributing to a declining smoking population and the rearrangement of the market because of shifting consumer habits towards r...

Euromonitor International's 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: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- \* Get a detailed picture of the 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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### CIGARETTES IN HUNGARY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Rising taxes and prices are the chief cause of the decline in cigarette sales in 2021

Product development in cigarettes hindered by flavour ban and gradual introduction of plain packaging

Tobacco specialists channel attracts more customers by expanding fmcg product range and offering long opening hours

#### PROSPECTS AND OPPORTUNITIES

Negative outlook for cigarettes due to migration to alternatives and a declining smoking population

Because of plain packaging, companies will use competitive pricing, colour labels to identify cigarettes, good quality economy cigarettes or premium price fighters

Frequent personal contact and useful accessories will be important to keep stores and customers engaged with brands

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### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN HUNGARY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Cigarillos and fine cut tobacco benefit as rising cigarette prices cause downtrading

Working from home during the pandemic boosts cigar sales and pipe tobacco use

Different pack sizes are key in both fine cut tobacco and cigarillos

#### PROSPECTS AND OPPORTUNITIES

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Cost-saving cigarette alternatives, cigarillos and smoking tobacco to perform well post-pandemic

Cigarillos presents opportunity for innovation in flavours and compact pack sizes

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#### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

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

Consumers will become used to new technologies and be willing to switch to new methods of smoking alternatives

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