

Spirits in Hungary

Market Direction | 2023-06-28 | 32 pages | Euromonitor

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Report description:

Growth in total volume sales of spirits in 2022 was well down from 2021, with demand slowing sharply at the off- and on-trade levels. Because these products are comparatively expensive, the category was particularly exposed to more cautious attitudes to discretionary spending among consumers as the cost of living soared due to high inflation fuelled by the global recovery from the pandemic, Russia's invasion of Ukraine and the weakness of the forint. The impact of these inflationary pressures wa...

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 (2018-2022), 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 2027 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.

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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Euromonitor International
June 2023

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SPIRITS IN HUNGARY

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Spirits consumption holds up reasonably well despite spike in cost of living

DunaPro and Roust hit by ban on Russian vodka imports

Premiumisation trend remains resilient in whiskies, gin and dark rum

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Overall demand expected to improve from 2024 as inflationary pressures ease

Smaller local producers likely to struggle with further cost increases

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