

Tobacco in Hungary

Market Direction | 2024-06-04 | 63 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Tobacco in Hungary saw a decline in volume terms overall in 2023, attributed to several and various factors. Despite price hikes that remained below the annual inflation rate, the market's largest segments struggled to stem the fall. Volume sales of cigarettes and fine-cut tobacco began to erode, with some consumers downshifting to cheaper brands (and more often products sourced from illicit trade) due to declining purchasing power and constrained budgets. However, amid these challenges, there h...

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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tobacco in Hungary
Euromonitor International
June 2024

List Of Contents And Tables

TOBACCO IN HUNGARY

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2018-2023

Table 3 Sales of Tobacco by Category: Value 2018-2023

Table 4 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 5 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 6 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 7 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN HUNGARY

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

Fine cut tobacco drives overall category decline

Cigars prove most resistant to negative trends in traditional smoking

New product variants and regulation

PROSPECTS AND OPPORTUNITIES

Fine cut tobacco and cigarillos will fail to recover to pre-pandemic

Cigarillos and fine cut tobacco brands lead value pricing strategies

Cigars to remain niche, but enthusiast-base will grow in knowledge and numbers

CATEGORY DATA

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 36 Sales of Cigars by Size: % Volume 2018-2023

Table 37 Sales of Cigarillos by Price Platform 2018-2023

Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023

Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023

Table 40 NBO Company Shares of Cigars: % Volume 2019-2023

Table 41 □LBN Brand Shares of Cigars: % Volume 2020-2023

Table 42 □NBO Company Shares of Cigarillos: % Volume 2019-2023

Table 43 □LBN Brand Shares of Cigarillos: % Volume 2020-2023

Table 44 □NBO Company Shares of Smoking Tobacco: % Volume 2019-2023

Table 45 □LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023

Table 46 □NBO Company Shares of Pipe Tobacco: % Volume 2019-2023

Table 47 □LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023

Table 48 □NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023

Table 49 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023

Table 50 □Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023

Table 51 □Distribution of Smoking Tobacco by Format: % Volume 2018-2023

Table 52 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028

Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028

Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028

Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco sees dynamism

Closed system single use product ban remains

Nicotine pouches captures consumer interest

PROSPECTS AND OPPORTUNITIES

Flavour ban hits heated tobacco

Short term gains in an unpredictable forecast period

Novel tobacco products remain niche

CATEGORY INDICATORS

Table 56 Number of Adult Vapers 2018-2023

CATEGORY DATA

Table 57 Sales of Smokeless Tobacco by Category: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023
Table 59 Sales of E-Vapour Products by Category: Volume 2018-2023
Table 60 Sales of E-Vapour Products by Category: % Volume Growth 2018-2023
Table 61 Sales of Tobacco Heating Devices: Volume 2018-2023
Table 62 Sales of Tobacco Heating Devices: % Volume Growth 2018-2023
Table 63 Sales of Heated Tobacco: Volume 2018-2023
Table 64 Sales of Heated Tobacco: % Volume Growth 2018-2023
Table 65 □Sales of Tobacco Free Oral Nicotine: Volume 2018-2023
Table 66 □Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023
Table 67 □Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023
Table 68 □Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023
Table 69 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023
Table 70 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023
Table 71 □Sales of E-Liquids by Nicotine Strength: % Value 2020-2023
Table 72 □NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023
Table 73 □LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023
Table 74 □NBO Company Shares of E-Vapour Products: % Value 2019-2023
Table 75 □LBN Brand Shares of E-Vapour Products: % Value 2020-2023
Table 76 □NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023
Table 77 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023
Table 78 □NBO Company Shares of Heated Tobacco: % Volume 2019-2023
Table 79 □LBN Brand Shares of Heated Tobacco: % Volume 2020-2023
Table 80 □NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023
Table 81 □LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023
Table 82 □Distribution of Smokeless Tobacco by Format: % Volume 2018-2023
Table 83 □Distribution of E-Vapour Products by Format: % Value 2018-2023
Table 84 □Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023
Table 85 □Distribution of Heated Tobacco by Format: % Volume 2018-2023
Table 86 □Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028
Table 87 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028
Table 88 □Forecast Sales of E-Vapour Products by Category: Volume 2023-2028
Table 89 □Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028
Table 90 □Forecast Sales of Tobacco Heating Devices: Volume 2023-2028
Table 91 □Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028
Table 92 □Forecast Sales of Heated Tobacco: Volume 2023-2028
Table 93 □Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028
Table 94 □Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028
Table 95 □Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028
Table 96 □Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028
Table 97 □Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028
Table 98 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028
Table 99 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

CIGARETTES IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarette volume sales decline in 2023

In-store placement regulation tightens up

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

No further increase of excise tax

PROSPECTS AND OPPORTUNITIES

Cigarettes faces further volume falls during forecast period

Kent relaunch in 2024

Excise tax untouched in 2024

TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2018-2023

Table 11 Sales of Cigarettes by Category: Value 2018-2023

Table 12 Sales of Cigarettes: % Volume Growth 2018-2023

Table 13 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 14 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 17 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 18 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 19 □NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 20 □LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 21 □Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 22 □Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 23 □Forecast Sales of Cigarettes: Volume 2023-2028

Table 24 □Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 25 □Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 27 □Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 28 □Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 29 □Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 30 □Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 31 □Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tobacco in Hungary

Market Direction | 2024-06-04 | 63 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-04
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com