



Euromonitor
International

Spirits in Hungary

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation dampens premiumisation as consumers prioritise essentials over discretionary spending
Brand loyalty and flavour innovation shape a competitive but restrictive landscape
Discounters and e-commerce reshape the retail landscape while on-trade continues to struggle

PROSPECTS AND OPPORTUNITIES

Balancing growth and responsibility remains a delicate challenge
Transforming tastes: the rise of premium and craft spirits via market education
Innovation in a market built on tradition

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 1 - Benchmark Brands 2024

CATEGORY DATA

- Table 1 - Sales of Spirits by Category: Total Volume 2019-2024
- Table 2 - Sales of Spirits by Category: Total Value 2019-2024
- Table 3 - Sales of Spirits by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Spirits by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024
- Table 10 - Sales of White Rum by Price Platform: % Total Volume 2019-2024
- Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024
- Table 12 - Sales of English Gin by Price Platform: % Total Volume 2019-2024
- Table 13 - Sales of Vodka by Price Platform: % Total Volume 2019-2024
- Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024
- Table 15 - GBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 16 - NBO Company Shares of Spirits: % Total Volume 2020-2024
- Table 17 - LBN Brand Shares of Spirits: % Total Volume 2021-2024
- Table 18 - Forecast Sales of Spirits by Category: Total Volume 2024-2029
- Table 19 - Forecast Sales of Spirits by Category: Total Value 2024-2029
- Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029
- Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Hungary - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
Table 31 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 32 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 33 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-hungary/report.