



Beer in Hungary

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation and moderation trends drive modest volume recovery
Established brewers retain their hold amid rising costs and limited new entry
Discounters and hypermarkets consolidate their role in off-trade sales

PROSPECTS AND OPPORTUNITIES

Premium and non-alcoholic beer set to reshape the future landscape
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Innovation rooted in authenticity remains key to consumer engagement

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Legal purchasing age and legal drinking age
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Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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