



Euromonitor
International

Cider/Perry in Hungary

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Cider/Perry in Hungary - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider struggles to find its place in Hungary's drinking culture
Somersby dominates an underdeveloped competitive landscape
Off-trade dominance shapes the distribution landscape for cider

PROSPECTS AND OPPORTUNITIES

Expanding the market: innovation and education will be essential
Opening towards non-alcoholic and sugar-free options to broaden the user base
Adopting global trends through locally inspired innovations

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Alcoholic Drinks in Hungary - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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

TAXATION AND DUTY LEVIES

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DISCLAIMER

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