



Euromonitor
International

Cigarettes in Hungary

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The decline in volume sales is driven by a growing awareness of health risks and the availability of alternative products
Premium and economy brands perform well on the competitive landscape
Sales of tobacco are restricted to food/drink/tobacco specialists in Hungary

PROSPECTS AND OPPORTUNITIES

Ongoing polarisation is set to negatively impact mid-price options across the forecast period
The Hungarian government will focus on curbing tobacco consumption and promoting less harmful alternatives
Players will look to launch in emerging product categories, as innovation opportunities remain limited

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DISCLAIMER

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