



Euromonitor
International

Rtds in Hungary

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTDs remain niche but show growing potential
- Limited competition and growing space for local challengers
- Off-trade dominates the RTD market with discounters gaining traction

PROSPECTS AND OPPORTUNITIES

- Private label expected to drive future growth through affordability
- Branded spirits move into RTDs to expand reach
- Wine producers can lead innovation in non-alcoholic RTDs

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Alcoholic Drinks in Hungary - Industry Overview

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- 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

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- Contraband/parallel trade

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Cross-border/private imports

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DISCLAIMER

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