



Spirits in Hungary

June 2024

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Spirits in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation persists
High prices move customers towards grey market
Miskolci Likorgyár Zrt is in liquidation

PROSPECTS AND OPPORTUNITIES

Improving economic sentiment and more disposable income will be key to growth
Diverse market dynamics: fragmentation and assortment drive category engagement.
Mindful drinkers welcome shift in drinking culture

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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