

Cigars, Cigarillos and Smoking Tobacco in Hungary

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Table of Contents

Cigars, Cigarillos and Smoking Tobacco in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine cut tobacco drives overall category decline
Cigars prove most resistant to negative trends in traditional smoking
New product variants and regulation

PROSPECTS AND OPPORTUNITIES

Fine cut tobacco and cigarillos will fail to recover to pre-pandemic
Cigarillos and fine cut tobacco brands lead value pricing strategies
Cigars to remain niche, but enthusiast-base will grow in knowledge and numbers

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023
Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023
Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023
Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023
Table 5 - Sales of Cigars by Size: % Volume 2018-2023
Table 6 - Sales of Cigarillos by Price Platform 2018-2023
Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023
Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023
Table 9 - NBO Company Shares of Cigars: % Volume 2019-2023
Table 10 - LBN Brand Shares of Cigars: % Volume 2020-2023
Table 11 - NBO Company Shares of Cigarillos: % Volume 2019-2023
Table 12 - LBN Brand Shares of Cigarillos: % Volume 2020-2023
Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2019-2023
Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023
Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2019-2023
Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023
Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023
Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023
Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023
Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2018-2023
Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028
Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028
Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

Tobacco in Hungary - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2018-2023

Table 27 - Sales of Tobacco by Category: Value 2018-2023

Table 28 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 29 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 30 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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