

# Beer in Hungary

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

High inflation tempers volume growth and inhibits premiumisation  
Innovation helps to maintain consumer interest in non/low alcohol beer and ale  
Rising cost of living subdues recovery in on-trade beer consumption

### PROSPECTS AND OPPORTUNITIES

Inflationary pressures will continue to constrain volume growth in the short term  
Beer likely to witness expansion of economy brand portfolios and private label lines  
Non/low alcohol beer expected to post fastest growth in total volume sales

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