

# Cider/Perry in Hungary

June 2023

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# Cider/Perry in Hungary - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Cider/perry continues to gain popularity despite slowdown in volume sales growth Producers target young adults with more exotic flavours Rising cost of living takes heaviest toll at the on-trade level

# PROSPECTS AND OPPORTUNITIES

Off- and on-trade consumption expected to stabilise from 2024 Interest in premium craft cider/perry set to increase More players likely to develop non-alcoholic options

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# Alcoholic Drinks in Hungary - Industry Overview

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Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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