

# Cigars, Cigarillos and Smoking Tobacco in Hungary

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

A further increase of excise tax levels moves product prices to new heights

Different pack sizes are key in both fine cut tobacco and cigarillos

Few launches seen in 2022, as supporting new products is challenging

### PROSPECTS AND OPPORTUNITIES

The ongoing decline in smoking negatively impacts fine cut tobacco and cigarillos

Cigars remain niche and premium positioned; however, growth is driven by cigar enthusiast

Cigarillos have opportunities for innovation in flavours and pack sizes

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Retailing developments

What next for tobacco?

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Legislative overview

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Tar levels  
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Plain packaging  
Advertising and sponsorship  
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