

# Rtds in Hungary

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

RTDs shows impressive resilience to inflationary pressures  
Contrasting fortunes for recently launched hard seltzer brands  
More exotic flavour variants and cocktail-style products gain popularity

#### PROSPECTS AND OPPORTUNITIES

Convenience and indulgence of RTDs will continue to attract higher-income drinkers  
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