



Spirits in Hungary

June 2023

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Spirits in Hungary - Category analysis

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2022 DEVELOPMENTS

Spirits consumption holds up reasonably well despite spike in cost of living

DunaPro and Roust hit by ban on Russian vodka imports

Premiumisation trend remains resilient in whiskies, gin and dark rum

PROSPECTS AND OPPORTUNITIES

Overall demand expected to improve from 2024 as inflationary pressures ease

Smaller local producers likely to struggle with further cost increases

Premiumisation set to continue despite economic challenges

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