

# Wine in Hungary

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Overall demand for wine slows as inflationary pressures bite  
Fruity still white wines and other sparkling wines continue to perform well  
Off-trade volume share of discounters rises amidst heightened price-sensitivity

#### PROSPECTS AND OPPORTUNITIES

Wine consumption set to remain buoyant despite heightened budget-consciousness  
Increasing competition will encourage diversification of marketing strategies  
Interest in non-alcoholic wine will continue to grow

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