

# Cigarettes in Hungary

July 2022

Table of Contents

## Cigarettes in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Rising taxes and prices are the chief cause of the decline in cigarette sales in 2021

Product development in cigarettes hindered by flavour ban and gradual introduction of plain packaging

Tobacco specialists channel attracts more customers by expanding fmcg product range and offering long opening hours

#### PROSPECTS AND OPPORTUNITIES

Negative outlook for cigarettes due to migration to alternatives and a declining smoking population

Because of plain packaging, companies will use competitive pricing, colour labels to identify cigarettes, good quality economy cigarettes or premium price fighters

Frequent personal contact and useful accessories will be important to keep stores and customers engaged with brands

#### TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2016-2021

Table 3 - Sales of Cigarettes by Category: Value 2016-2021

Table 4 - Sales of Cigarettes: % Volume Growth 2016-2021

Table 5 - Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 6 - Sales of Cigarettes by Blend: % Volume 2016-2021

Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 9 - Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 10 - Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 11 - NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 12 - LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 15 - Forecast Sales of Cigarettes: Volume 2021-2026

Table 16 - Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

## Tobacco in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

## OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2016-2021

### MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2016-2021

Table 26 - Sales of Tobacco by Category: Value 2016-2021

Table 27 - Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 28 - Sales of Tobacco by Category: % Value Growth 2016-2021

Table 29 - Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 30 - Forecast Sales of Tobacco by Category: Value 2021-2026

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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### SOURCES

Summary 3 - Research Sources

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