

Cigarettes in Hungary

June 2023

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Cigarettes in Hungary - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The landscape rebounds as COVID-19-related restrictions are lifted

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

Tobacco specialists attract customers by expanding their product range

PROSPECTS AND OPPORTUNITIES

Further decline in smoking prevalence due to rising taxes and health concerns

Growth continues to be challenged by illicit trade within the country

Personal contact and accessories keep stores and customers engaged

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