



Spirits in Hungary

June 2024

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Spirits in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation persists

High prices move customers towards grey market

Miskolci Likorgyár Zrt is in liquidation

PROSPECTS AND OPPORTUNITIES

Improving economic sentiment and more disposable income will be key to growth

Diverse market dynamics: fragmentation and assortment drive category engagement.

Mindful drinkers welcome shift in drinking culture

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