

# Cider/Perry in Hungary

June 2024

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## Cider/Perry in Hungary - Category analysis

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#### 2023 DEVELOPMENTS

Cider remains a niche segment with strong seasonal peak

Flavouring drives innovation that grabs attention

Market consolidation after COVID-19 pandemic

#### PROSPECTS AND OPPORTUNITIES

Cider to remain a niche segment

Category premiumisation with move towards craft production, while non-alcoholic variants could tap into new consumer segments

Room for new brands – but space can be limited

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