



Wine in Hungary

June 2024

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Wine in Hungary - Category analysis

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2023 DEVELOPMENTS

Sparkling wine fizzing back

Wholesaler insolvency sends shockwaves through wineries, sparking financial woes

High hopes to reignite passion for fine wine consumption

PROSPECTS AND OPPORTUNITIES

Financial bottlenecks: limited disposable incomes and inflation restrict upgrading trends

Quality over quantity, with smaller domestic wineries to gain recognition

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Legislation
Legal purchasing age and legal drinking age
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Advertising
Smoking ban
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