



Cigars, Cigarillos and Smoking Tobacco in Hungary

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Cigars, Cigarillos and Smoking Tobacco in Hungary - Category analysis

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2023 DEVELOPMENTS

Fine cut tobacco drives overall category decline
Cigars prove most resistant to negative trends in traditional smoking
New product variants and regulation

PROSPECTS AND OPPORTUNITIES

Fine cut tobacco and cigarillos will fail to recover to pre-pandemic
Cigarillos and fine cut tobacco brands lead value pricing strategies
Cigars to remain niche, but enthusiast-base will grow in knowledge and numbers

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Tobacco in Hungary - Industry Overview

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Retailing developments
What next for tobacco?

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Smoking prevalence
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Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
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