



Rtds in Hungary

June 2024

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Rtds in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands launched in 2021 are quickly phased out
Breezer benefits from Coca-Cola's marketing expertise
Private labels of leading discounters grabbing share

PROSPECTS AND OPPORTUNITIES

Crowded market driven by mixes and exotic flavours
Small sizes making a big impact, with convenience of immediate consumption supporting demand
Potential for non-alcoholic RTDs

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Alcoholic Drinks in Hungary - Industry Overview

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DISCLAIMER

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