

Alcoholic Drinks in Hungary

<https://marketpublishers.com/r/ACBA8BBF88CEN.html>

Date: June 2023

Pages: 74

Price: US\$ 2,100.00 (Single User License)

ID: ACBA8BBF88CEN

Abstracts

While alcoholic drinks in Hungary recorded substantially improved growth in total current value sales in 2022, this was primarily due to soaring inflation fuelled by the global recovery from COVID-19, the fallout of Russia's invasion of Ukraine and the weakness of the forint. Price hikes and falling purchasing power caused growth in total volume sales to slow, with all of the main categories posting weaker results in this respect as compared to the previous year. In addition to making Hungarians...

Euromonitor International's Alcoholic Drinks in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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