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Beer in Hungary

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Abstracts

While total volume sales of beer in Hungary continued to increase in 2022, growth was slower than in 2021 and by the end of the year they had still not reached pre-pandemic levels. Overall demand was constrained by rising prices and falling purchasing power as inflation soared due to the global recovery from COVID-19 and the fallout of Russia's invasion of Ukraine. Heightened budget-consciousness also weakened the premiumisation trend in the category and encouraged trading down to more affordabl...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

Get a detailed picture of the Beer market;

Pinpoint growth sectors and identify factors driving change;

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

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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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