

Tobacco in Hungary

<https://marketpublishers.com/r/T9C7612A638EN.html>

Date: June 2023

Pages: 57

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

ID: T9C7612A638EN

Abstracts

The normalisation of social activities and relaxation of COVID-19 restrictions positively impacted the tobacco market in 2022, leading to a rebound from its decline in 2021. Initially, there was optimism for the summer and rest of the year, as Hungarians had more disposable income. The government launched various stimulus programs to support businesses and consumers during the pandemic, which helped restart the economy and increase consumer spending. This helped move the market towards premium c...

Euromonitor International's Tobacco 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 the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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.

Contents

TOBACCO IN HUNGARY

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

The landscape rebounds as COVID-19-related restrictions are lifted

Product development hindered by the flavour ban and gradual introduction of plain packaging

Tobacco specialists attract customers by expanding their product range

PROSPECTS AND OPPORTUNITIES

Further decline in smoking prevalence due to rising taxes and health concerns

Growth continues to be challenged by illicit trade within the country

Personal contact and accessories keep stores and customers engaged

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

A further increase of excise tax levels moves product prices to new heights

Different pack sizes are key in both fine cut tobacco and cigarillos

Few launches seen in 2022, as supporting new products is challenging

PROSPECTS AND OPPORTUNITIES

The ongoing decline in smoking negatively impacts fine cut tobacco and cigarillos

Cigars remain niche and premium positioned; however, growth is driven by cigar enthusiast

Cigarillos have opportunities for innovation in flavours and pack sizes

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 37 Sales of Cigars by Size: % Volume 2017-2022

Table 38 Sales of Cigarillos by Price Platform 2017-2022

Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 41 NBO Company Shares of Cigars: % Volume 2018-2022

Table 42 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 43 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 44 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 45 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 46 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 47 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 48 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 49 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 50 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 51 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 52 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category:
Volume 2022-2027

Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value
2022-2027

Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %
Volume Growth 2022-2027

Table 56 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %
Value Growth 2022-2027

**SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN
HUNGARY**

KEY DATA FINDINGS

2022 DEVELOPMENTS

The rapid growth of heated tobacco is driven by new product variants

Elf-bar and similar single-use vaping products become banned

Alternative, nicotine-free products compatible with heating devices hit the market

PROSPECTS AND OPPORTUNITIES

Strong growth over the short term, but overall uncertainty for the forecast period

Chewing tobacco or tobacco-free pouches remain niche segments

Consumers are willing to switch to new methods of smoking alternatives

CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 58 Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 59 Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 60 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 61 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 62 Sales of Heated Tobacco: Volume 2017-2022

Table 63 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 64 Sales of Tobacco Free Oral Nicotine: Volume 2017-2022

Table 65 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022

Table 66 Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022

Table 67 Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022

Table 68 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by
Category: Value 2017-2022

Table 69 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by
Category: % Value Growth 2017-2022

Table 70 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 71 NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022

Table 72 LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022

Table 73 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 74 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 75 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 76 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 77 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 78 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 79 NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022

Table 80 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022

Table 81 Distribution of Smokeless Tobacco by Format: % Volume 2017-2022

Table 82 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 83 Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027

Table 84 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027

Table 85 Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 86 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027

Table 87 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 88 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 89 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027

Table 90 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027

Table 91 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027

Table 92 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027

Table 93 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 94 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

I would like to order

Product name: Tobacco in Hungary

Product link: <https://marketpublishers.com/r/T9C7612A638EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T9C7612A638EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970