

# Wine Market in Hungary 2021

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## Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. The wine market in Hungary is poised to grow by US\$ 417 million from 2021 to 2027, registering a CAGR of 5% during the forecast period, according to StrategyHelix. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for wine. The Hungary wine market is segmented on the basis of product, and distribution channel. By product, the wine market in Hungary has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment was the largest contributor to the Hungary wine market in 2020. Based upon distribution channel, the wine market in Hungary is categorized into supermarkets & hypermarkets, food & drink specialists, online retail, others.

As of 2020, the major players in the Hungary wine market were Dr. August Oetker, Grape-Vine Kft, Ital Magyarország Kft, Kiss es Tarsai Kft, Kunvin Boraszati Kft, Varga Pinceszeti Kft.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the wine market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online

retail, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Hungary wine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Still wine

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Supermarkets & hypermarkets  
Food & drink specialists  
Online retail  
Others

### **PART 5. KEY COMPANIES**

Dr. August Oetker  
Grape-Vine Kft  
Ital Magyarország Kft  
Kiss es Tarsai Kft  
Kunvin Boraszati Kft  
Varga Pinceszeti Kft  
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