



# Beer in Hungary

June 2024

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## Beer in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic hangover – drop in purchasing power reflected in declining beer sales  
Focus on core brands  
Craft breweries – struggling but adapting with innovative solutions to woo customers

#### PROSPECTS AND OPPORTUNITIES

Unit prices keep growing amidst ongoing inflationary pressures  
Mindful drinking: consumer acceptance of non-alcoholic beers keeps increasing  
Expanding the tap: increased space dedicated to craft beer revolution

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