



# Wine in Hungary

June 2024

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## Wine in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sparkling wine fizzing back

Wholesaler insolvency sends shockwaves through wineries, sparking financial woes

High hopes to reignite passion for fine wine consumption

#### PROSPECTS AND OPPORTUNITIES

Financial bottlenecks: limited disposable incomes and inflation restrict upgrading trends

Quality over quantity, with smaller domestic wineries to gain recognition

Interest in non-alcoholic wine will continue to grow

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Alcoholic drinks in 2023

2023 key trends

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Retailing developments

On-trade vs off-trade split  
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Drink driving  
Advertising  
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