



Euromonitor  
International

# Cider/Perry in Hungary

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cider struggles to find its place in Hungary's drinking culture  
Somersby dominates an underdeveloped competitive landscape  
Off-trade dominance shapes the distribution landscape for cider

### PROSPECTS AND OPPORTUNITIES

Expanding the market: innovation and education will be essential  
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Retail developments  
On-trade vs off-trade split  
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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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