



Euromonitor
International

Wine in Hungary

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine market struggles to return to pre-pandemic level
Innovation in wine production blends modern technology with traditional values
Retail landscape diversifies as discounters gain ground and tourism supports on-trade revival

PROSPECTS AND OPPORTUNITIES

Navigating between growth and responsibility: the challenge for Hungarian wine producers
Balancing quality, quantity and health
Hungarian wineries are adapting to an evolving market through improved marketing and branding

CATEGORY DATA

- Table 1 - Sales of Wine by Category: Total Volume 2019-2024
- Table 2 - Sales of Wine by Category: Total Value 2019-2024
- Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
- Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
- Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
- Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024
- Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
- Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
- Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
- Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
- Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
- Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
- Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
- Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029
- Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029
- Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
- Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Hungary - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

- Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
- Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
- Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
- Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
- Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024
- Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
- Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
- Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
- Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
- Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
- Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
- Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
- Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
- Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
- Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-hungary/report.