



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Hungary

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Imperial Tobacco and Drum Win Value-Seeking Smokers as Downtrading Accelerates

Fine Cut Tobacco Benefits as Smokers Seek Affordability

Momentos and West Keep Consumers Engaged with Packaging and Format Innovation

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Rising Prices and Ageing Smokers to Drive Continued Volume Decline

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COMPETITIVE LANDSCAPE

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Chart 6 - Brand Shares 2025

CHANNELS

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E-Commerce Absent as Regulatory Ban Shuts Out Online Sales

ECONOMIC CONTEXT

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2025 Developments

KEY DATA INSIGHTS

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COMPETITIVE LANDSCAPE

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Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

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