



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Hungary

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Stockpiling and Regulation Drive Sharp Volume Decline in 2025

Heated Tobacco Product Removals Shift Consumers to Herbal and Tobacco-Free Options

Manufacturers Pivot to Herbal Sticks as Flavour Ban Reshapes User Choices

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Tight Regulation to Sustain Heated Tobacco Dominance as Consumers Seek Alternatives

Nicotine Pouches to Outpace Rivals as Herbal Sticks Lose Ground

Policy Focus and Enforcement to Shape Future Legal Consumption

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

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Regulation Limits Retail E-Commerce and Alternative Formats

ECONOMIC CONTEXT

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2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

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CHANNELS

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ECONOMIC CONTEXT

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