



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

July 2026

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

Philip Morris Leverages Distribution and Education to Sustain Leadership

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

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

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Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

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Shifting Formats Erode Cigarette Dominance in Hungary's Nicotine Market

Bat and Philip Morris Transform In-Store Experiences to Promote Reduced-Risk Alternatives

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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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Tar Levels
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Smoking in Public Places
Low Ignition Propensity (Lip) Cigarette Regulation
Flavoured Tobacco Product Ban
Reduced Harm
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PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

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Chart 21 - Real GDP Growth 2020-2030
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CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine
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