

Apparel Accessories in Hungary

Market Direction | 2023-01-16 | 19 pages | Euromonitor

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Report description:

Hats/caps was the most dynamic performer within apparel accessories in volume growth terms in 2022. Demand was bolstered by rising health awareness, with more consumers purchasing headwear items to protect their skin and hair from the harmful effects of the sun's UV rays. The positive influence this trend was reinforced by a series of heatwaves during the summer. Similarly, with increased health-consciousness arising from concerns surrounding COVID-19 prompting Hungarians to try to lead more phy...

Euromonitor International's Apparel Accessories in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel Accessories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Multiple factors buoy volume sales of hats/caps

Belts and scarves gain popularity as a low-cost way to update older outfits

Changing work practices and fashion preferences constrain demand for ties

PROSPECTS AND OPPORTUNITIES

Easing of inflation and increasing maturity will subdue total volume sales growth

Further recovery in inbound tourism should help to lift demand for accessories

Growing focus on sustainability will present opportunities and challenges

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