

Childrenswear in Hungary

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

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Report description:

In contrast to womenswear and menswear, childrenswear in Hungary showed an improved performance in terms of total volume sales growth in 2022. Demand for this type of apparel was not as negatively affected by the price hikes and fall in purchasing power that resulted from soaring inflation, as even when household budgets are stretched, parents invariably prioritise spending on their kids. Moreover, children generally need new clothes more frequently than adults, partly because they are still gro...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

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CHILDRENSWEAR IN HUNGARY

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Childrenswear is relatively insulated from cost of living crisis
Influx of refugees from Ukraine boosts growth in total volume sales
Premium brands continue to benefit from rising image-consciousness

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Outlook remains positive despite falling birth rates
Premium segment particularly exposed to growing trade in second-hand items
Penetration of e-commerce set to remain relatively low

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