

Jeans in Hungary

Market Direction | 2023-01-16 | 24 pages | Euromonitor

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Report description:

Skinny-fit jeans and jeggings appeared in more apparel brand portfolios in 2022 as these product types continued to gain popularity in Hungary. Combining comfort with a more elegant or refined look as compared to traditional jeans and leggings, such garments were favoured by consumers making the transition from casualwear like tracksuits back to more formal outfits as they returned to the office and started spending more of their leisure time outside the home in line with the easing of the pandemic...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Skinny-fit jeans and jeggings gain popularity

Price competition in standard women's jeans remains intense

Demand for premium and super premium jeans rebounds despite steep price hikes

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Broad appeal of jeans will continue to support healthy growth in total volume sales

More Hungarians expected to favour stretchable and loose-fitting jeans

Premium and super premium jeans will benefit most from inbound tourism recovery

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