

## **Menswear in Hungary**

Market Direction | 2023-01-16 | 27 pages | Euromonitor

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### **Report description:**

Menswear in Hungary saw growth in total volume sales slow in 2022, with multiple categories recording poorer performances in this regard than they did the previous year. As was the case in womenswear, overall demand was constrained by heightened budget-consciousness as inflationary pressures arising from the global recovery from COVID-19, Russia's invasion of Ukraine and the depreciation of the forint caused unit prices to increase sharply and weakened purchasing power among Hungarians. Men's sh...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

### **Why buy this report?**

- \* Get a detailed picture of the Menswear 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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January 2023

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Inflationary pressures temper growth in total menswear volume sales

Men's suits benefits from high incidence of pandemic-related weight gain

Return to physical stores favours multi-brand specialists and grocery retailers

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