

## **Sportswear in Hungary**

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

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### **Report description:**

Growth in total sportswear current value sales in 2022 was up substantially on 2021. While this was partly due to price hikes amidst a significant and prolonged surge in inflation, the category also benefited as the number of Hungarians participating in sports and fitness activities continued to increase in line with rising health-consciousness. The latter trend has been well established for several years, but has recently gained momentum due to concerns and lifestyle changes related to COVID-19...

Euromonitor International's Sportswear 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: Sports Apparel, Sports Footwear.

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

Why buy this report?

- \* Get a detailed picture of the Sportswear 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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Multi-brand sportswear specialist retailers continue to perform positively

Private label lines gain ground as inflation erodes purchasing power

##### PROSPECTS AND OPPORTUNITIES

Sportswear will continue to benefit from rising health awareness and athleisure trend

Greater polarisation expected across sportswear categories

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##### SOURCES

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