

## **Womenswear in Hungary**

Market Direction | 2023-01-16 | 30 pages | Euromonitor

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### **Report description:**

With soaring inflation fuelled by the global recovery from the pandemic and the fallout of Russia's invasion of Ukraine causing unit prices to rise significantly and eroding purchasing power among Hungarians, womenswear showed an improved performance in current value growth terms in 2022, but saw volume sales growth slow from 2021. Demand in several categories was subdued as heightened budget-consciousness led consumers to rein in spending on apparel by curbing discretionary purchases, swapping...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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Overall demand slows as high inflation prompts consumers to rein in spending

Players with more competitive pricing strategies make gains across womenswear

E-commerce channel loses ground as more shoppers return to physical stores

##### PROSPECTS AND OPPORTUNITIES

Total volume sales growth should stabilise from 2024 as inflationary pressures ease

Increasing price competition likely to stimulate demand in many categories

Demand for designer and luxury items expected to remain reasonably resilient

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