

Apparel and Footwear Specialists in Hungary

Market Direction | 2023-04-18 | 37 pages | Euromonitor

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Report description:

Apparel and footwear specialists saw a massive current value decline in the first year of the COVID-19 pandemic in 2020. Consumers prioritised the purchase of essential items, such as groceries and health-related products, whilst avoiding non-essential purchases, such as apparel and footwear. Demand for wardrobe renewal also remained low due to less time spent outside the home than usual, whilst some consumers also preferred to opt for e-commerce, either from store-based retailers, or pure-play...

Euromonitor International's Apparel and Footwear Specialists in Hungary report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear Specialists 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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Euromonitor International

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Strong rebound of apparel and footwear sales, but challenges remain

Erosion of outlet numbers, with sales further concentrating amongst chained players

Orsay closes its outlets and online store, while HalfPrice expands

PROSPECTS AND OPPORTUNITIES

Further outlet closures, especially if high inflation and rising utility prices continue

Budget and mid-priced brands will dominate, but some changes expected

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