

## **Discounters in Hungary**

Market Direction | 2023-04-18 | 35 pages | Euromonitor

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### **Report description:**

Discounters was the largest grocery retail channel in 2022. It recorded the highest current value growth within grocery retailers even before COVID-19, and despite becoming the largest grocery retail channel in 2020, dynamic growth continued during the pandemic in 2020 and 2021. In 2022, as inflation (particularly on food products) reached heights not experienced for over 20 years, especially as the year progressed, this led discounters to continue to drive the strongest growth, due to the focus...

Euromonitor International's Discounters 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 Discounters 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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Discounters in Hungary  
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Brands and local products see an increased shelf presence

Discounters move towards e-commerce, but Lidl still waits

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### Summary 2 Research Sources

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