

## **General Merchandise Stores in Hungary**

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

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### **Report description:**

Due to the absence of department stores in Hungary, general merchandise stores is made up solely of variety stores. Underperforming variety stores were forced to close during the COVID-19 pandemic, especially independent ones working with lower margins and poor foot traffic. The reduction in foot traffic led to a decline in impulse purchases, which were historically beneficial for the channel. Furthermore, the shift towards bulk shopping at modern grocery retailers, which stock essentials as wel...

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

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

- \* Get a detailed picture of the General Merchandise Stores 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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