

Retail E-Commerce in Hungary

Market Direction | 2023-04-18 | 38 pages | Euromonitor

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Report description:

The COVID-19 pandemic resulted in lockdowns, mandatory outlet closures and shorter opening hours, and kept shoppers away from bricks-and-mortar stores in 2020 and 2021, leading more consumers to move online to shop. Therefore, although retail e-commerce maintained double-digit current value growth in 2022, the rate of increase was far slower than seen in the previous two years. Meanwhile, declining purchasing power due to inflation, and the reallocation of financial resources to paying utility b...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

More intense competition from offline retailers for share of the same wallet

Online grocery shopping platform launched

eDigital and eMAG merger completed, and eMAG as a single brand leads

PROSPECTS AND OPPORTUNITIES

The intensive growth period seems to be over, but opportunities remain

Foods and home products gain prevalence in e-commerce superstores

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RETAIL IN HUNGARY

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