

Supermarkets in Hungary

Market Direction | 2023-04-18 | 36 pages | Euromonitor

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Report description:

Supermarkets saw growth in the first half of 2022 thanks to a boost from the return by some consumers to daily grocery shopping, as the COVID-19 pandemic eased and the last restrictions were lifted in early spring 2022. Therefore, loyal consumers in the catchment area of supermarkets, especially those without a car, returned to more frequent shopping with a lower basket value in their nearby store. Sales were also boosted by the large handouts paid to families and the fringe benefit cards origin...

Euromonitor International's Supermarkets 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 Supermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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