

Apparel Accessories in Hungary

Market Direction | 2023-11-30 | 24 pages | Euromonitor

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Report description:

2023 saw dips in demand for scarves, hats, gloves and similar items of winter apparel as several factors undermined the willingness of consumers to spend money on such items. The most important influence on waning demand for warm scarves, hats and gloves was the very mild weather that was experienced in Hungary during winter 2022/2023, which meant that there was far less need for warm hats, gloves and scarves than in previous years. The second most important factor to consider is the high inflat...

Euromonitor International's Apparel Accessories in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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 Accessories 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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Euromonitor International

November 2023

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Sustainability concerns, mild winter weather and budget constraints impact demand

Reduced need for formalwear and office attire undermines demand for belts and ties

Amplified demand for sun protection boosts demand for caps and hats

PROSPECTS AND OPPORTUNITIES

Sustainability set to emerge as more of a priority among Hungarian consumers

Longer, hotter summers set to continue supporting rising demand for hats/caps

E-Commerce to continue facing major barriers to development and growth

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