

Childrenswear in Hungary

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

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Report description:

The high inflation that prevailed in Hungary during 2022 and during 2023 led many consumers to make changes to their consumer habits in an effort to save money. This contributed to the significant shift towards more budget-friendly options that was seen in baby and toddler wear during the year as hard-pressed Hungarian parent turned to low-cost retailers such as Lidl, Tesco, Pepco, KiK and Takko when purchasing apparel and footwear for their children. While all of these value-oriented retailers...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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CHILDRENSWEAR IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifts seen in preferences and distribution channels in baby and toddler wear

Increased influence of fashion trends and branding on girls' apparel and boys' apparel

Volume growth supported by price discounts and multipack offers

PROSPECTS AND OPPORTUNITIES

Moderate, steady growth expected in childrenswear as demand continues to rise

Boy's apparel set to close the gap on girl's apparel as retailers make more of an effort

Moderate growth in e-commerce sales slated for childrenswear

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