

## **Apparel and Footwear in Hungary**

Market Direction | 2023-11-30 | 101 pages | Euromonitor

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### **Report description:**

The wave of inflation that swept across Europe in the wake of the Russian Federation's February 2022 invasion of Ukraine continued into 2023, with Hungary witnessing the highest core inflation of all European countries during the year after experiencing double-digit inflation over the course of 2022. This led to further substantial increases in average unit price across all categories of apparel and footwear, following double-digit average unit price growth during 2022. Nonetheless, volume growth...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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 and Footwear 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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Volume growth supported by price discounts and multipack offers

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## PROSPECTS AND OPPORTUNITIES

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##### 2023 DEVELOPMENTS

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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

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