

## **General Merchandise Stores in Hungary**

Market Direction | 2024-02-29 | 36 pages | Euromonitor

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### **Report description:**

General merchandise stores saw declining sales in Hungary in 2023, due to the low levels of activity in the category. It is also well consolidated, with Ecofamily (Napcsillag Kft) holding just under half of all brand share. Indeed, Ecofamily has grown to one of the biggest competitors of international and local store chains. The numbers of its stores are growing, and consumers are attracted by the budget-friendly prices Ecofamily offers.

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- \* Get a detailed picture of the General Merchandise Stores 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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Ecofamily maintains its consolidated lead in general merchandise stores

Lack of department stores means category consists entirely of variety stores

Flying Tiger tipped as one to watch as the brand takes off in Hungary

#### **PROSPECTS AND OPPORTUNITIES**

Support for the Hungarian chains set to continue over the forecast period

More variety stores expected to pop up over the forecast period

Increase in gifting occasions expected

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### **MARKET DATA**

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