

## **Home Products Specialists in Hungary**

Market Direction | 2024-02-29 | 38 pages | Euromonitor

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### **Report description:**

Home products specialists faced inflationary challenges in Hungary in 2023, with the double-digit inflation hikes continuing (and even increasing from) the previous year. Moreso, Hungary is reported to be experiencing one of the highest sets of hikes across Europe and even the world, regarding food-related and core price increases and inflation. However, it is noted that home products specialists manage to maintain sales, despite unit price hikes seen in the home and garden category. Moreso, a d...

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Home Products Specialists 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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