

## **Retail in Hungary**

Market Direction | 2024-02-29 | 108 pages | Euromonitor

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### **Report description:**

Retail in Hungary continued to be influenced by inflationary factors in 2023, with the double-digit 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. Therefore, as consumers become more price-sensitive and face decreasing purchasing power, they have shifted their preferences towards more affordable options, r...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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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Price comparison websites make it easier than ever for consumers to find the best deals

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