

Apparel Accessories in Hungary

Market Direction | 2024-12-13 | 21 pages | Euromonitor

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Report description:

Apparel accessories manages sub-decimal positive volume sales in Hungary in 2024, while value is better supported by unit prices. Overall, different products in apparel accessories see different drivers for sales, in addition to facing different challenges. For example, weather and seasonal factors influence sales, with mild winters slowing down sales of winter hats, scarves, and gloves, for example, while hot summers support sales of sunhats. We also note the rise of UV protective and thermo-co...

Euromonitor International's Apparel Accessories 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 2019-2023 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 2028 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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 Accessories 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel accessories sales influenced by various factors, including weather

Relaxed fashion styles reduce the need for formal accessories

Affordable brands remain the most popular, while designer labels benefit from inbound tourism

PROSPECTS AND OPPORTUNITIES

Sustainable materials will become increasingly popular

Brand collaborations and limited editions can help to boost sales

Low-cost brands and affordable retail outlets will continue to attract the highest volume sales

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