

Jeans in Hungary

Market Direction | 2024-12-13 | 26 pages | Euromonitor

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Report description:

Jeans maintains positive growth in 2024 in Hungary, in both value and volume terms. While standard jeans is showing the strongest overall value growth, economy jeans is seeing the strongest volume growth. Economy jeans is seeing the strongest volume growth in men's jeans, however, in women's jeans, both economy jeans and super premium jeans are seeing the same levels of volume sales.

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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JEANS IN HUNGARY

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Different dynamics seen in men's and women's jeans, with standard seeing highest value and economy seeing highest volume

H&M remains a favourite in brand terms

Super premium jeans continue to see positive volume sales, despite higher prices

PROSPECTS AND OPPORTUNITIES

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Social media will continue to boost demand by promoting different styles

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