

## **Menswear in Hungary**

Market Direction | 2024-12-13 | 30 pages | Euromonitor

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### **Report description:**

Sales of menswear are slowing in Hungary in 2024 compared to 2023, which is attributed to inflated prices and fewer discounts. Also, men are noted to be more inclined to buy items as they need them, rather than making purchases based on the latest trends or emotionally driven impulse purchases. Volume sales of suits are noted to have declined compared to 2023, for example, which is also attributed to the trend for more relaxed styles, while men's nightwear remains in negative volume figures due to...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- \* Get a detailed picture of the Menswear 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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##### 2024 DEVELOPMENTS

Sales of menswear slow down due to

Performance wear and sports-inspired clothing remain popular in menswear

Male shoppers tend to repurchase the same items which best suit their needs

##### PROSPECTS AND OPPORTUNITIES

Male consumers will continue to appreciate the all-under-one-roof strategy

Increased purchasing power likely to boost sales of high-end brands

Growing popularity and availability of retail e-commerce platforms align with men's demand for convenient and efficient shopping

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