

## **Womenswear in Hungary**

Market Direction | 2024-12-13 | 32 pages | Euromonitor

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### **Report description:**

Womenswear is seeing positive sales in both value and volume in Hungary in 2024. Value is more strongly supported by high unit prices, and we are also seeing polarisation within womenswear, with higher-end products selling at higher prices, thus pushing up value sales. Womenswear also benefits from sales of designer goods by inbound tourists. However, on the other hand, ongoing price sensitivity means affordable brands remain popular as a constant. This situation is reflected in the (albeit frag...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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#### 2024 DEVELOPMENTS

Polarisation seen within womenswear, while affordable brands remain in the lead

Omnichannel strategies are increasingly important

Retailers monitor their portfolios and adapt products and brands to optimise profits and sales

#### PROSPECTS AND OPPORTUNITIES

Rise of shorts and trousers boosts sales for tops, due slumps sales of sheer hosiery

"Sneakermania" trend inspires strategy for limited-edition product "drop sales"

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