

Consumer Appliances in Hungary

Market Direction | 2025-01-10 | 120 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

Retail volume sales of consumer appliances are set to fall slightly in Hungary in 2024. Sales of consumer appliances have been affected by ongoing price increases, especially during the first half of the year. This has had a negative impact on demand for high-priced major appliances, in particular, as consumers have postponed replacement purchases. Essential products that are always needed in households, such as fridges, ovens and automatic washing machines, have been less affected by price incr...

Euromonitor International's Consumer Appliances 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 2020-2024, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- * Get a detailed picture of the Consumer Appliances 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Consumer Appliances in Hungary

Euromonitor International

January 2025

List Of Contents And Tables

CONSUMER APPLIANCES IN HUNGARY

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 □Sales of Small Appliances by Category: Volume 2019-2024

Table 12 □Sales of Small Appliances by Category: Value 2019-2024

Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices drive value growth while undermining volumes

Electric wine coolers/chillers puts in relatively strong performance

Growing appreciation of large models

PROSPECTS AND OPPORTUNITIES

Lack of replacement purchases to impede recovery

Electric wine coolers/chillers the lone bright spot in volume terms

Further expansion fo e-commerce expected

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales hit by high prices

Consumers postpone replacement purchases until economy improves

Electrolux set to extend lead

PROSPECTS AND OPPORTUNITIES

Further fall in volumes expected

Automatic dryers and automatic washer dryers to see growth

Growing interest in smart appliances and innovative functions

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024
Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024
Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024
Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024
Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

DISHWASHERS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited impact of price rises

Dishwashers appeal to larger households

Appliances and electronics specialists remains the leading channel

PROSPECTS AND OPPORTUNITIES

Growth in both volume and value sales expected

Built-in dishwashers to outperform freestanding options

E-commerce presents growing threat to appliances and electronics specialists

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024
Table 72 Sales of Dishwashers by Category: Value 2019-2024
Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024
Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024
Table 75 Sales of Dishwashers by Format: % Volume 2019-2024
Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024
Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024
Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024
Table 80 Production of Dishwashers: Total Volume 2019-2024
Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029
Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029
Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales hit by heightened consumer budget consciousness

Freestanding cooker hoods performs poorly

Ovens subcategory proves relatively resilient

PROSPECTS AND OPPORTUNITIES

Engagement in delayed renovation projects to support demand

Built-in cooker hoods to replace freestanding appliances

Deepening penetration of connected products

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves less affected by high rates of inflation than other major appliances

Freestanding models remain most popular

Fast Hungary continues to gain share

PROSPECTS AND OPPORTUNITIES

Sluggish growth expected

Appliances and electronics specialists to remain the most important distribution channel

Focus on saving space

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand undermined by heightened budget consciousness

Health and wellness trend boosts demand for slow juicers

BSH Kft stays out in front

PROSPECTS AND OPPORTUNITIES

Recovery expected

Fast growth for slow juicers

Economic improvements to support expanding range of decision making factors

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slight decline in volumes

Waning demand for coffee machines

Growing interest in healthy meal preparation

PROSPECTS AND OPPORTUNITIES

Retutn to growth

Environmental concerns undermine demand for pod coffee machines

Positive outlook for air fryers

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

VACUUM CLEANERS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining demand for cylinder vacuum cleaners

Strong demand for convenience

Robotic vacuum cleaners returns to growth

PROSPECTS AND OPPORTUNITIES

Decline of cylinder and stick models to constrain category performance

Further expansion of robotic vacuum cleaners expected

Limited potential for the development of steam vacuum cleaners

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance from personal care appliances

Hair care appliances volume sales boosted by price increases in salons

Oral care appliances benefits from increasing interest in oral hygiene

PROSPECTS AND OPPORTUNITIES

Changing profile of personal care appliances

Improved performance for hair care appliances

Ongoing expansion of electric facial cleansers

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

AIR TREATMENT PRODUCTS IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air treatment products stands out for its strong performance

Return to growth for split air conditioners

Gree set to extend lead in air treatment products

PROSPECTS AND OPPORTUNITIES

Generally positive outlook, but window air conditioners? struggles set to continue

Positive performance expected for dehumidifiers

Heat pumps may pose threat

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Hungary

Market Direction | 2025-01-10 | 120 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com