

Consumer Electronics Retail in Hungary

Industry Report | 2025-09-18 | 40 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Consumer Electronics Retail in Hungary

Summary

Consumer Electronics Retail in Hungary industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Hungarian consumer electronics retail market recorded revenues of \$3.4 billion in 2024, representing a compound annual growth rate (CAGR) of 2.6% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$1.4 billion, equivalent to 39.6% of the market's overall value.
- The growth of the Hungarian consumer electronics retail market is driven by the rise in household income, which has significantly enhanced consumer purchasing power and broadened the middle-class base. According to Eurostat, in 2024, the net disposable income per household in Hungary reached \$31,742.8, up 11.1% annually. This rise in income accelerated the demand for high-end household appliances and consumer electronics.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

electronics retail market in Hungary

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Hungary
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Hungary consumer electronics retail market with five year forecasts

Reasons to Buy

- What was the size of the Hungary consumer electronics retail market by value in 2024?
- What will be the size of the Hungary consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Hungary consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Hungary's consumer electronics retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. What are the recent developments in the market?

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

8 Company Profiles

8.1. Dante International SRL

8.2. Alza.cz AS

8.3. MediaMarktSaturn Retail Group GmbH

8.4. Euronics International BV

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Consumer Electronics Retail in Hungary

Industry Report | 2025-09-18 | 40 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com