



Jeans in Hungary

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Persistent demand for jeans expected to continue over the forecast period

Social media will continue to boost demand by promoting different styles

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