

# Sportswear in Hungary

December 2024

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## Sportswear in Hungary - Category analysis

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#### 2024 DEVELOPMENTS

Sportswear sakes supported by sporting celebrity styles and brand ambassadors

"Sneakermania" also supports sports-inspired fashions

Omnichannel retailing remains key

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Community-building will remain important for customer engagement in sportswear Sportswear opportunities also driven by cross-sales of supplement brands Innovations in performance-related materials will continue to attract attention

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