



Apparel and Footwear Specialists in Hungary

February 2024

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Apparel and Footwear Specialists in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit value growth continues for apparel and footwear specialists
Post-pandemic effects continue to influence fashion trends
Discount offers and private labels attract cost-conscious consumers

PROSPECTS AND OPPORTUNITIES

Ongoing trend for sporty and elegant garments, and speciality stores
Ongoing price monitoring expected as retailers aim to offer the most attractive deals
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