



Euromonitor  
International

# Apparel and Footwear Specialists in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Trade picks up as inflation recedes but outlet numbers continue to fall
- Primark opens its first store in Hungary
- Growing demand for second-hand products restricts value growth potential

PROSPECTS AND OPPORTUNITIES

- Polarisation likely to become more entrenched
- Omnichannel strategies and sustainability initiatives will be key areas for investment
- Focus on designer products could offer growth opportunities for independent stores

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EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Special retail tax continues to take a toll on large multinational chains
- Sustainability concerns remain influential as new deposit return scheme is launched
- What next for retail?

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- Informal retail
- Opening hours for physical retail
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- Black Friday
- Christmas
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