



**Euromonitor
International**

Apparel Accessories in Hungary

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel accessories sales influenced by various factors, including weather
Relaxed fashion styles reduce the need for formal accessories
Affordable brands remain the most popular, while designer labels benefit from inbound tourism

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Brand collaborations and limited editions can help to boost sales
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Apparel and Footwear in Hungary - Industry Overview

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