



**Euromonitor  
International**

# Womenswear in Hungary

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarisation seen within womenswear, while affordable brands remain in the lead  
Omnichannel strategies are increasingly important  
Retailers monitor their portfolios and adapt products and brands to optimise profits and sales

PROSPECTS AND OPPORTUNITIES

Rise of shorts and trousers boosts sales for tops, due slumps sales of sheer hosiery  
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Apparel and Footwear in Hungary - Industry Overview

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