



Menswear in Hungary

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of menswear slow down due to
Performance wear and sports-inspired clothing remain popular in menswear
Male shoppers tend to repurchase the same items which best suit their needs

PROSPECTS AND OPPORTUNITIES

Male consumers will continue to appreciate the all-under-one-roof strategy
Increased purchasing power likely to boost sales of high-end brands
Growing popularity and availability of retail e-commerce platforms align with men’s demand for convenient and efficient shopping

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Apparel and Footwear in Hungary - Industry Overview

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