



Euromonitor
International

Hypermarkets in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hypermarkets continue to lose ground to discounters
- Local company Indotek acquires large stake in Auchan’s Hungarian operations
- Leading chains reduce selling space allocated to non-grocery items

PROSPECTS AND OPPORTUNITIES

- Plaza Stop Act limits scope for further growth in outlet numbers
- Special retail tax will continue to disproportionately affect hypermarkets
- Acquisitions may be the only viable path for potential new entrants

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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?

OPERATING ENVIRONMENT

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