



# Convenience Retailers in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience stores face growing threat from other modern grocery retailers  
Orlen acquires several service stations from MOL  
Forecourt retailers chains continue to expand their foodservice offerings

PROSPECTS AND OPPORTUNITIES

Competition from other formats will limit growth potential of convenience stores  
Numbers of 24-hour forecourt retailers expected to decline further  
More attractive franchise incentives could shake up competitive landscape

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Retail in Hungary - Industry Overview

EXECUTIVE SUMMARY

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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

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