



Euromonitor
International

Small Local Grocers in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Outlet numbers continue to decline amidst mounting cost and competitive pressures
All Norbi Update outlets close as franchise owner goes into liquidation
Falling revenues from tobacco sales prompt strategic changes

PROSPECTS AND OPPORTUNITIES

Outlet numbers set to shrink further but current value growth should remain steady
Diversification efforts likely to focus on foodservice and more niche packaged foods
Competitive landscape expected to remain highly fragmented

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Retail in Hungary - Industry Overview

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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

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- Opening hours for physical retail
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