

General Merchandise Stores in Hungary

March 2025

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General Merchandise Stores in Hungary - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Variety stores continue to perform strongly Department stores remains a non-existent channel in Hungary Ecofamily further consolidates its already dominant position in value terms

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Convenience and affordability of variety stores will continue to win over shoppers Department stores likely to remain absent from the Hungarian retail landscape Chained operators expected to witness strong growth in online sales

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