



General Merchandise Stores in Hungary

February 2024

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General Merchandise Stores in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ecofamily maintains its consolidated lead in general merchandise stores
Lack of department stores means category consists entirely of variety stores
Flying Tiger tipped as one to watch as the brand takes off in Hungary

PROSPECTS AND OPPORTUNITIES

Support for the Hungarian chains set to continue over the forecast period
More variety stores expected to pop up over the forecast period
Increase in gifting occasions expected

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