



Euromonitor  
International

# Retail E-Commerce in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local players face growing threat from Asian giants
- Two online marketplaces make their debut in 2024
- New delivery regulation imposes additional cost and administrative burden

PROSPECTS AND OPPORTUNITIES

- Outlook remains bright but smaller players will struggle to gain ground
- Growing availability of BNPL services will continue to boost e-commerce sales
- More grocery retailers expected to partner with third-party delivery specialists

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Retail in Hungary - Industry Overview

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

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