

# Discounters in Hungary

February 2024

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## Discounters in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounters continue to be a big trend, with Lidl leading the charge  
Store renovations with standing fridges/freezers increase stock capacity  
Discounters utilise personalisation to target consumer audiences

#### PROSPECTS AND OPPORTUNITIES

Further expansion of discounters expected  
Polarisation between private label and branded goods expected  
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