

Apparel and Footwear in Hungary

November 2023

Table of Contents

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifts seen in preferences and distribution channels in baby and toddler wear

Increased influence of fashion trends and branding on girls' apparel and boys' apparel

Volume growth supported by price discounts and multipack offers

PROSPECTS AND OPPORTUNITIES

Moderate, steady growth expected in childrenswear as demand continues to rise

Boy's apparel set to close the gap on girl's apparel as retailers make more of an effort

Moderate growth in e-commerce sales slated for childrenswear

CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

Apparel Accessories in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability concerns, mild winter weather and budget constraints impact demand
Reduced need for formalwear and office attire undermines demand for belts and ties
Amplified demand for sun protection boosts demand for caps and hats

PROSPECTS AND OPPORTUNITIES

Sustainability set to emerge as more of a priority among Hungarian consumers
Longer, hotter summers set to continue supporting rising demand for hats/caps
E-Commerce to continue facing major barriers to development and growth

CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023
Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023
Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023
Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023
Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023
Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028
Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028
Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028
Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

Menswear in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lingering effects of COVID-19 pandemic continue to shape demand for menswear
High inflation spurs polarisation in demand for menswear
Attire for going out takes precedence over garments for wearing at home

PROSPECTS AND OPPORTUNITIES

More moderate inflation set to support rising demand for menswear
Surge anticipated in e-commerce purchases of menswear as local consumers head online
Prestige versus rationalism set to continue fuelling polarisation across menswear

CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023
Table 34 - Sales of Menswear by Category: Value 2018-2023
Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023
Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023
Table 37 - NBO Company Shares of Menswear: % Value 2019-2023
Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023
Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023

Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028
Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028
Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

Womenswear in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Acceptance of high inflation fuels tolerance of high prices in womenswear
Retail portfolios streamlined and optimised as key players fine-tune their operations
Major changes evident in consumer preferences during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

More diversity in terms of price platforms to lead to broader choice for consumers
Buoyant inbound tourism to support rising demand among high-spending tourists
Changing tastes of local consumers to underpin shifting dynamics in womenswear

CATEGORY DATA

Table 51 - Sales of Womenswear by Category: Volume 2018-2023
Table 52 - Sales of Womenswear by Category: Value 2018-2023
Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023
Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023
Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023
Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028
Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

Jeans in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation and pressure on spending underpins shift towards lower priced options
Consistently high demand for jeans as style trends continue to evolve
Premium and super premium jeans sales fuelled by "professional buyers" and tourism

PROSPECTS AND OPPORTUNITIES

Easing of unit price escalation set to support a recovery of demand
Uptick in demand due to buoyant inbound arrivals and increases in foreign workers
Urbanisation and rising importance of individualism set to influence demand for jeans

CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023

Table 70 - Sales of Jeans by Category: Value 2018-2023

Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023

Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023

Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 74 - Sales of Men's Jeans by Category: Value 2018-2023

Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023

Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023

Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023

Table 78 - Sales of Women's Jeans by Category: Value 2018-2023

Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023

Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Jeans: % Value 2019-2023

Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023

Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028

Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028

Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028

Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028

Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028

Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028

Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028

Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028

Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028

Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028

Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028

Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

Hosiery in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

The popularity of sheer hosiery continues to decline as fashions change

Pronounced escalations in unit price inflation puts pressure on demand for hosiery

Impulse purchases of socks remain an important driver of sales growth in hosiery

PROSPECTS AND OPPORTUNITIES

The seemingly relentless rise of ankle socks set to remain a major fashion trend

Falling interest in stockings and hose set to put pressure on demand for sheer hosiery

Shapewear set to become much more influential in sheer hosiery

CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023

Table 96 - Sales of Hosiery by Category: Value 2018-2023

Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023

Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023

Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023

Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023

Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028

Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028

Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028

Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

Footwear in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

The sneaker boom continues to build as younger consumers eschew formal footwear

Convenience, comfort and practicality emerge as key demand factors

Budget-friendly options gain ground in women's footwear amidst high inflation

PROSPECTS AND OPPORTUNITIES

Children's footwear set to benefit from the habit of prioritising spending on children

Further shifts expected to be seen in retail channels as e-commerce gains ground

Brands to respond to the sustainability trend by expanding their product portfolios

CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023

Table 106 - Sales of Footwear by Category: Value 2018-2023

Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023

Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023

Table 109 - NBO Company Shares of Footwear: % Value 2019-2023

Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023

Table 111 - Distribution of Footwear by Format: % Value 2018-2023

Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028

Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028

Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Sportswear in Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Remarkable growth seen in sales of football-related sportswear

High inflation suppresses demand for sportswear as unit prices rise and value sales soar

Polarisation of demand as private label and major global brands gain ground

PROSPECTS AND OPPORTUNITIES

Popularity of football to continue supporting elevated demand for sportswear

Evolving dynamics in the retail distribution of sportswear to influence sales trends

Greater participation in sporting activity among the local population to boost demand

CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023

Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023

Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023

Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023

Table 120 - Distribution of Sportswear by Format: % Value 2018-2023

Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028

Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-and-footwear-in-hungary/report.