

Small Local Grocers in Hungary

February 2024

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Small Local Grocers in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers benefit from busy lifestyles and growing urbanisation

Many small local grocers forced to close due to the inflationary environment

Smaller stores find it challenging to maintain competitive pricing

PROSPECTS AND OPPORTUNITIES

Rebound of tourism and the return to office life help to support sales Limited opening hours further suppress potential sales Niche strategies are key to success

CHANNEL DATA

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Retail in Hungary - Industry Overview

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Food price freeze creates challenges for retailers

What next for retail?

OPERATING ENVIRONMENT

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Opening hours for physical retail

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Seasonality

Black Friday

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