

Hungary Retail Report Q1 2016

<https://marketpublishers.com/r/H2CC461381DEN.html>

Date: November 2015

Pages: 64

Price: US\$ 1,295.00 (Single User License)

ID: H2CC461381DEN

Abstracts

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BMI View: Hungary's economy has been making a steady recovery over 2014 and 2015, supported in part by growing exports, and this is helping to lower unemployment while boosting household income levels. As a result, we are expecting steady growth in retail spending for the remainder of our forecast period. While a number of retail restrictions continue to present new challenges to retailers, the general outlook for Hungary's macroeconomic environment remains positive.

Hungary's economy has progressed ahead over the past two years, with the country's real output expanding at one of the fastest rates in the EU. Recovering export markets, increased sustainability of government spending and even some of the unconventional measures targeted at companies across a variety of industries, all contributed to 3.6% GDP growth during 2014. The International Monetary Fund (IMF) has also raised its projection for economic growth in Hungary during 2015 to 3.0% (instead of 2.7%). Positive economic data is therefore providing additional confidence that overall economic activity in the country is picking up steam. During 2016, growth will slowly slightly to 2.5%, however this would still rank the country as one of the fastest growing countries in the EU.

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