

# Hungary Retail Report Q2 2012

<https://marketpublishers.com/r/H298B7FDD6BEN.html>

Date: February 2012

Pages: 84

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

ID: H298B7FDD6BEN

## Abstracts

Includes 3 FREE quarterly updates

The Q212 BMI Hungary Retail Report forecasts that the country's total retail sales will increase by 15% between 2012 and 2016, growing from a predicted HUF6.82trn (US\$39.54bn) to HUF7.84trn (US\$45.48bn). Rising economic prosperity (despite the financial crisis), easier access to credit and the demand for premium products are the principal factors behind modest retail market expansion, contributing to forecast annual retail sales growth of 3.4% (in local currency terms) over 2012-2016.

The release of Q211 GDP by expenditure data for Hungary shows that most areas of the economy are now displaying pronounced weakness. Given also the deteriorating global macroeconomic backdrop, we have been prompted to lower our real GDP growth forecast for 2011 to 2.0% from 2.9% and highlight that risks to this forecast are firmly to the downside.

The demand for premium products and convenience are the driving factors behind value growth across the Hungarian retail industry, with consumers increasingly regarding their purchases as status symbols. But local consumption patterns vary significantly according to income, with the forecast average wage of US\$16,730 in 2011 much lower than professional salaries. The government's austerity programme, which has reduced consumer expenditure, also means many consumers are extremely price-conscious.

Hungary's median population age is rising steadily, with the proportion of those aged 20-44 (a key sector for retail sales) in 2010 estimated by the UN Population Division to be 35.6% of the total, up from 35.3% in 2005.

Retail sub-sectors that are likely to grow over the forecast period include consumer

electronics. The market offers continued growth potential due to relatively low household penetration rates for digital product groups such as notebook computers (66% CAGR projected) and LCD TVs (21% CAGR). Consumer electronics sales are forecast to rise from an expected US\$2.46bn in 2012 to US\$3.03bn by 2016, an increase of more than 23%.

Over the counter (OTC) pharmaceuticals are forecast to expand by nearly 12% from US\$0.49bn in 2012 to US\$0.55bn in 2016.

BMI's food consumption data suggest the food retail segment will have a market share of 52.8% in 2012. The sub-sector is forecast to be worth US\$20.89bn in 2012, and sales are expected to grow by 28.3% to US\$26.80bn by 2016, when the market share will be 58.9%.

Mass grocery retail (MGR) sales are forecast to reach US\$16.11bn in 2012 and to grow faster than overall food sales throughout the forecast period to US\$19.46bn by 2016. This would take MGR's share of the overall food market from 66.6% in 2012 to 71.1% by the end of the forecast period. Changing consumer habits and increasing use of cars suggest that modern MGR outlets will continue to expand their market share.

Retail sales for the BMI universe of CEE countries in 2012 are forecast to amount to US\$1,342bn based on the varying national definitions. Total consumer spending for the region based on BMI's macroeconomic database is expected to be US\$2,172bn. Russia, Turkey and Poland are predicted to account for an estimated 79% of regional retail sales in 2012, falling slightly to 78% by 2016. Hungary's forecast market share of 2.9% in 2012 is expected to fall to 2.8% by the end of the forecast period.

## Contents

Executive Summary

SWOT Analysis

Hungary Retail Business Environment SWOT

Hungary Political SWOT

Hungary Economic SWOT

Market Overview

Current Trends

Key Players

Industry Forecast Scenario

Consumer Outlook

Retail Growth Outlook

Table: Hungary's Retail Indicators, 2010-2016

Table: Retail Sales By Segment, 2012f

Macroeconomic Outlook

Table: Hungary – Economic Activity

Regional Retail Outlook

Table: Regional Retail Trends, 2010-2016

Table: Regional Retail Sales, 2010-2016 (US\$bn)

Table: Countries By Percentage Share of Regional Retail Sales, 2010-2016

Regional Retail Trends

Business Environment Outlook

Hungary's Retail Rating

Limits To Potential Returns

Risks To Realisation Of Returns

Mass Grocery Retail

Hungary Mass Grocery Retail Industry SWOT

Market Overview

Leading Retailers

Table: Hungary – Structure Of The Mass Retail Grocery Market By Number Of Outlets

Table: Hungary – Structure Of The MGR Market By Value

Table: Hungary Value Of Sales Per Outlet 2011

Industry Forecast Scenario

Table: Hungary Mass Grocery Retail – Value Sales By Format – Historical Data &

Forecasts

Table: Grocery Retail Sales By Format – Historical Data and Forecasts

Industry Developments

Consumer Electronics

## Hungary Consumer Electronics Market SWOT

### Market Overview

#### Computers

Table: PC Sales

#### AV Devices

Table: AV Sales

#### Mobile Handsets

Table: Mobile Communications

### Industry Forecast Scenario

#### Consumer Electronics Market

Table: Consumer Electronics Overview

### Industry Developments

#### Automotives

## Hungary Autos Industry SWOT

### Market Overview

#### Cars

Table: Hungary – Top 10 Best-Selling Models 2010

### Fresh Investment

#### Suppliers

#### Industry News

### Industry Forecast Scenario

#### Production

Table: Hungary Autos Production

#### Sales

Table: Hungary Autos Sales

#### Trade

Table: Hungary Autos Trade

### BMI Methodology

### How We Generate Our Industry Forecasts

### Sources

## I would like to order

Product name: Hungary Retail Report Q2 2012

Product link: <https://marketpublishers.com/r/H298B7FDD6BEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H298B7FDD6BEN.html>