

# Childrenswear in Hungary

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## Abstracts

The high inflation that prevailed in Hungary during 2022 and during 2023 led many consumers to make changes to their consumer habits in an effort to save money. This contributed to the significant shift towards more budget-friendly options that was seen in baby and toddler wear during the year as hard-pressed Hungarian parent turned to low-cost retailers such as Lidl, Tesco, Pepco, KiK and Takko when purchasing apparel and footwear for their children. While all of these value-oriented retailers...

Euromonitor International's Childrenswear in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Childrenswear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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