

Consumer Lifestyles in Hungary

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Abstracts

After a period of uncertainty, the economy appears to be returning to sustainable growth and disposable incomes are rising. That has boosted consumer confidence and led to increased consumer spending. In addition, the brighter financial forecast has encouraged a growing number of consumers to consider the credit option when buying goods and services. Internet retailing continues to grow after a slow start, particularly mobile internet retailing, driven largely by tech-savvy younger consumers.

Euromonitor's Consumer Lifestyles in Hungary report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

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Get a detailed picture of the Consumer Lifestyles 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.

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