

Retail E-Commerce in Hungary

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Abstracts

Retail e-commerce was a fragmented category in Hungary in 2023, with the leading brand being Media Markt (Media Markt Retail Cooperation Kft), followed by eMAG Marketing (Extreme Digital - Emag Kft). However, Media Markt is the only name holding a double-digit brand share, due to the fragmented competitive environment. Notably, Media Markt is also the leading brand in appliances and electronics specialists, which is a category which sells well through online channels. Added to which, inflationar...

Euromonitor International's Retail E-Commerce in Hungary report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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Omnichannel strategies will remain important for consumers who still prefer the in-store experience

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