

Retailing in Hungary

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Abstracts

COVID-19 and the resultant immediate adjustments to retailers' daily operations remained the key driver of most changes in retailing in Hungary at the end of the review period. In 2020, retailers learned how to adapt quickly to sudden changes, such as new regulations on opening hours, lockdowns, and inventory management during stockpiling and panic-buying. These skills came in very useful for navigating their businesses through the further waves of the pandemic in 2021. Although customers felt m...

Euromonitor International's Retailing 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: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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.

Contents

RETAILING IN HUNGARY

EXECUTIVE SUMMARY

Retailing in 2021: COVID-19 still determines all aspects of retailing

E-commerce keeps retailers afloat

2021 sees improved consumer sentiment and better household financial position, driving a rebound

What next for retailing? – Uncertainties are here to stay

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 1 Cash and Carry Sales: Value 2016-2021

Seasonality

Black Friday

Christmas

Back-to-school

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 2 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 3 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 4 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 5 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 6 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 7 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 9 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 11 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 12 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 13 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 14 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 15 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 17 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 18 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 19 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 20 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 21 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 23 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 24 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 25 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 26 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 27 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 28 Retailing GBO Company Shares: % Value 2017-2021

Table 29 Retailing GBN Brand Shares: % Value 2018-2021

Table 30 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 31 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 32 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 33 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 34 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 36 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 37 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 38 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 39 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 40 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 41 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 42 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 43 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 44 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 45 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 46 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 48 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 49 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 50 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 51 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 52 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 53 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 54 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 56 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 57 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 58 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 59 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 60 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 62 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 63 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 64 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 65 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
Table 66 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 68 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 69 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026
Table 70 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026
Table 71 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026
Table 72 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Erosion of outlet numbers continues as shopping habits change

Poor foot traffic in urban areas hampers sales

Forecourt retailers become more active – teaming up with grocery retail brands

PROSPECTS AND OPPORTUNITIES

Convenience stores could move into e-commerce

Franchising likely to be the easiest route to growth

Hungarian Village Program aims to prevent the closure of convenience stores

CHANNEL DATA

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 74 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 75 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 76 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 78 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 80 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DISCOUNTERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Discounters continues to see dynamic value growth and gains share

Aldi and Penny Market move into grocery e-commerce

New outlet openings cover new locations

PROSPECTS AND OPPORTUNITIES

Discounters will remain popular shopping destinations

Share of products from domestic sources to grow

No new entrants in discounters

CHANNEL DATA

Table 81 Discounters: Value Sales, Outlets and Selling Space 2016-2021

Table 82 Discounters: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 83 Discounters GBO Company Shares: % Value 2017-2021

Table 84 Discounters GBN Brand Shares: % Value 2018-2021

Table 85 Discounters LBN Brand Shares: Outlets 2018-2021

Table 86 Discounters LBN Brand Shares: Selling Space 2018-2021

Table 87 Discounters Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 88 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HYPERMARKETS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hypermarkets are popular outlets – large sales area remains an advantage

Grocery the focus of the product assortment

Share of products from domestic sources grows

PROSPECTS AND OPPORTUNITIES

Hypermarkets in busy retail environments likely to be better-positioned

Stable competitive landscape with no new entrants expected

Hypermarkets as click-and-collect locations for grocery e-commerce

CHANNEL DATA

Table 89 Hypermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 90 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 91 Hypermarkets GBO Company Shares: % Value 2017-2021

Table 92 Hypermarkets GBN Brand Shares: % Value 2018-2021

Table 93 Hypermarkets LBN Brand Shares: Outlets 2018-2021

Table 94 Hypermarkets LBN Brand Shares: Selling Space 2018-2021

Table 95 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 96 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Supermarkets withstands the test of the COVID-19 pandemic

Outlet renovation programme continues

Focus on groceries, and some supermarkets evolve into hubs for grocery e-commerce

PROSPECTS AND OPPORTUNITIES

Supermarkets in smaller towns set to maintain their competitive edge

Discounters is the biggest threat to supermarkets

Limited potential for changes in the competitive landscape

CHANNEL DATA

Table 97 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 98 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 99 Supermarkets GBO Company Shares: % Value 2017-2021

Table 100 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 101 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 102 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 103 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 104 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Many traditional grocery retailers suffer from the increasing competition

Alternative/new locations help drive growth

Changes in foot traffic and shopping habits bring new uncertainties

PROSPECTS AND OPPORTUNITIES

Hungarian Village Program attempts to save grocery retailers in small villages

Tobacco stores look for alternative sales drivers

Cluttered channel, no new significant chains to transform the competitive landscape

CHANNEL DATA

Table 105 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space
2016-2021

Table 106 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: %
Growth 2016-2021

Table 107 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 108 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 109 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 110 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 111 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling
Space 2021-2026

Table 112 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling
Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another critical year for apparel and footwear specialist retailers

E-commerce/omnichannel sales keep retailers afloat

Leading chains maintain their positions – no significant changes in the competitive
landscape

PROSPECTS AND OPPORTUNITIES

More emphasis on an omnichannel strategy

Store-based sales are at a mature stage, with few new entrants expected

Concerns about environmental issues and fair working conditions reach the Hungarian
audience

CHANNEL DATA

Table 113 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling
Space 2016-2021

Table 114 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling
Space: % Growth 2016-2021

Table 115 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value

2017-2021

Table 116 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value

2018-2021

Table 117 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets

2018-2021

Table 118 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space

2018-2021

Table 119 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 120 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Continuation of pandemic shifts store-based sales further towards e-commerce

Innovations and pent-up demand drive sales

Number of independent unchained outlets declines

PROSPECTS AND OPPORTUNITIES

E-commerce players becoming more active in store-based retailing

Further shift towards e-commerce

No major changes expected in the competitive landscape

CHANNEL DATA

Table 121 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 122 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 123 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 124 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 125 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 126 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 127 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 128 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

The channel is still at the forefront of consumer attention

More chemists/pharmacies offer omnichannel retailing

Stable competitive landscape despite turbulent times

PROSPECTS AND OPPORTUNITIES

Doubts about the future of small chemists/pharmacies remain

Omnichannel sales strategies

Health and wellbeing will remain top priorities and drive sales

CHANNEL DATA

Table 129 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 130 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 131 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 132 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 133 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 134 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 135 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 136 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 137 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 138 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 139 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value 2021-2026

Table 140 Forecast Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home and garden specialist retailers boosted by government programmes and sudden price increases

Shift towards e-commerce – reaching out to new customer segments

The increasing concentration in home and garden specialist retailers continues

PROSPECTS AND OPPORTUNITIES

Positive sentiment remains for the forecast period

High hopes might be cooled down by hefty price tags and competition

No major entrants expected in home and garden specialist retailers

CHANNEL DATA

Table 141 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 142 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 143 Sales in Home and Garden Specialist Retailers by Channel: Value 2016-2021

Table 144 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2016-2021

Table 145 Home and Garden Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 146 Home and Garden Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 147 Home and Garden Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 148 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 149 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 150 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 151 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value 2021-2026

Table 152 Forecast Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2021-2026

VARIETY STORES IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mixed results for variety stores depending on product focus and location

COVID-19 accelerates the erosion of independent (and some chained) outlets

Euro Family rebrands as Ecofamily

PROSPECTS AND OPPORTUNITIES

Further decline in outlet numbers in lower-traffic locations

Differences between outlets and brands will remain
No new major retail brands expected in variety stores

CHANNEL DATA

Table 153 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021
Table 154 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 155 Variety Stores GBO Company Shares: % Value 2017-2021
Table 156 Variety Stores GBN Brand Shares: % Value 2018-2021
Table 157 Variety Stores LBN Brand Shares: Outlets 2018-2021
Table 158 Variety Stores LBN Brand Shares: Selling Space 2018-2021
Table 159 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 160 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DIRECT SELLING IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Transactions via e-mail and online platforms
Noticeable interest in health, hygiene and wellbeing products during turbulent times
New waves of the COVID-19 pandemic continue to limit group meetings

PROSPECTS AND OPPORTUNITIES

Online channels set to drive direct selling transactions
Beauty and personal care and health and wellness will keep driving direct selling
No new entrants to shake up the current competitive landscape in the short term

CHANNEL DATA

Table 161 Direct Selling by Category: Value 2016-2021
Table 162 Direct Selling by Category: % Value Growth 2016-2021
Table 163 Direct Selling GBO Company Shares: % Value 2017-2021
Table 164 Direct Selling GBN Brand Shares: % Value 2018-2021
Table 165 Direct Selling Forecasts by Category: Value 2021-2026
Table 166 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping keeps losing relevance in the face of e-commerce
Cold calls and TV shopping are still used to try and reach new customers
Scepticism of homeshopping remains

PROSPECTS AND OPPORTUNITIES

Further erosion of homeshopping sales due to the rise of e-commerce
Catalogues will remain – but with a lower level of circulation
No new entrants expected

CHANNEL DATA

Table 167 Homeshopping by Category: Value 2016-2021

Table 168 Homeshopping by Category: % Value Growth 2016-2021

Table 169 Homeshopping GBO Company Shares: % Value 2017-2021

Table 170 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 171 Homeshopping Forecasts by Category: Value 2021-2026

Table 172 Homeshopping Forecasts by Category: % Value Growth 2021-2026

VENDING IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Vending sees growth, but remains under pressure

Further cut in the number of machines, but the only way is up

Further improvements in quality/service

PROSPECTS AND OPPORTUNITIES

Vending sales expected to rapidly return to the pre-pandemic level

Status quo in the competitive landscape

Replacing single-use plastic cups with recyclable paper cups

CHANNEL DATA

Table 173 Vending by Category: Value 2016-2021

Table 174 Vending by Category: % Value Growth 2016-2021

Table 175 Vending GBO Company Shares: % Value 2017-2021

Table 176 Vending GBN Brand Shares: % Value 2018-2021

Table 177 Vending Forecasts by Category: Value 2021-2026

Table 178 Vending Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another record year for e-commerce

E-commerce manages to save store-based retailers

New customs clearance process makes non-EU cross-border purchases more expensive

PROSPECTS AND OPPORTUNITIES

COVID-19 pandemic has transformed the way in which people shop

Constant flow of new entrants to e-commerce

Multichannel approach to attract the widest range of consumers and meet all needs

CHANNEL DATA

Table 179 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 180 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 181 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 182 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 183 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 184 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

High smartphone penetration and more regular interaction drive mobile sales during the pandemic

Mobile wallets act as a catalyst to boost mobile e-commerce, but there is room to improve

Smartphones remain the leading devices when it comes to mobile e-commerce

PROSPECTS AND OPPORTUNITIES

The importance of smartphones and mobile e-commerce set to grow further

Smart and innovative solutions from payments and consumer foodservice to move into goods e-commerce

Rich data for retailers – active users are needed

CHANNEL DATA

Table 185 Mobile E-Commerce (Goods): Value 2016-2021

Table 186 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 187 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 188 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Food and drink e-commerce increases significantly during the COVID-19 pandemic

New entrants in terms of both retailers and distributors/logistics operators

Kifli.hu launches new subscription-based programme with special benefits for loyal customers

PROSPECTS AND OPPORTUNITIES

Online superstores to be created by specialised distribution and logistics players

Operators widen their geographic coverage, but Budapest and its catchment will remain the focus

The loyalty of grocery shoppers gains importance as they are amongst the most valuable customers

CHANNEL DATA

Table 189 Food and Drink E-Commerce: Value 2016-2021

Table 190 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 191 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 192 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

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