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Travel Goods - Hungary

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Abstracts

During the review period, value sales in the Hungarian travel goods market increased at a CAGR of 11.4%. For the most part, growth was based on increased disposable incomes and an increasing number of Hungarians travelling. Hungarian consumers sought quality products, adding to value sales.

Euromonitor International's Travel Goodsin 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 (2005-2009), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Backpacks, Brief/Computer Cases, Flat Goods, Handbags, Luggage, Travel/Sports Bags

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

Why buy this report?

Get a detailed picture of the Personal Goods industry;

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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Euromonitor International has over 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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