

# Apparel Retail in Hungary

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## Abstracts

### Apparel Retail in Hungary

#### Summary

Apparel Retail in Hungary industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The apparel retail market is segmented into childrenswear, menswear, and womenswear. The market value represents retail sales.

The Hungarian apparel retail industry recorded revenues of \$2.7 billion in 2023, representing a compound annual growth rate (CAGR) of 1.1% between 2018 and 2023.

The womenswear segment accounted for the industry's largest proportion in 2023, with total revenues of \$1.5 billion, equivalent to 55.8% of the industry's overall value.

This rising consumer confidence is a key driver for the apparel retail industry, as consumers are more willing to spend on clothing and fashion items that enhance their lifestyle. According to the Organisation for Economic Co-operation and Development (OECD), the consumer confidence index in Hungary reached 99.02 in August 2023, up from 97.68 in August 2022.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the apparel retail market in Hungary

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Hungary

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Hungary apparel retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Hungary apparel retail market by value in 2023?

What will be the size of the Hungary apparel retail market in 2028?

What factors are affecting the strength of competition in the Hungary apparel retail market?

How has the market performed over the last five years?

How large is Hungary's apparel retail market in relation to its regional counterparts?

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