

# Online Retail in Hungary

<https://marketpublishers.com/r/O2DB8E3C3A19EN.html>

Date: September 2024

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: O2DB8E3C3A19EN

## Abstracts

### Online Retail in Hungary

#### Summary

Online Retail in Hungary industry profile provides top-line qualitative and quantitative summary information including: market share, 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 online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Hungarian online retail sector recorded revenues of \$3.5 billion in 2023, representing a compound annual growth rate (CAGR) of 17% between 2018 and 2023.

The food & grocery retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$1.3 billion, equivalent to 35.8% of the sector's overall value.

Rising consumer confidence is a key driver for the online retail sector, as it encourages consumers to spend more on a wide range of products that enhance their convenience and 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, major segments, and leading players in the online retail market in Hungary

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

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

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

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Hungary's online retail market?

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