

# Direct Selling in Hungary

February 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Direct selling faces a number of challenges within a competitive category  
Health and wellbeing trends support the consumption of food supplements  
Multiple discounts and deals damage brand loyalty

### PROSPECTS AND OPPORTUNITIES

Food supplements see a healthy future ahead  
Hybrid strategies to balance online sales with the personal touch  
The ambivalent image of direct selling companies poses an ongoing challenge

### CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023  
Table 2 - Direct Selling by Product: % Value Growth 2018-2023  
Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023  
Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023  
Table 5 - Direct Selling Forecasts by Product: Value 2023-2028  
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

## Retail in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Further growth of discounters  
Food price freeze creates challenges for retailers  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
Black Friday  
Christmas  
Back-to-school

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 9 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 11 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 - Retail GBO Company Shares: % Value 2019-2023

Table 28 - Retail GBN Brand Shares: % Value 2020-2023

Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/direct-selling-in-hungary/report](http://www.euromonitor.com/direct-selling-in-hungary/report).