

Footwear in Hungary

November 2023

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Footwear in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The sneaker boom continues to build as younger consumers eschew formal footwear Convenience, comfort and practicality emerge as key demand factors

Budget-friendly options gain ground in women's footwear amidst high inflation

PROSPECTS AND OPPORTUNITIES

Children's footwear set to benefit from the habit of prioritising spending on children Further shifts expected to be seen in retail channels as e-commerce gains ground Brands to respond to the sustainability trend by expanding their product portfolios

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