

# Apparel Accessories in Hungary

November 2023

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## Apparel Accessories in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sustainability concerns, mild winter weather and budget constraints impact demand  
Reduced need for formalwear and office attire undermines demand for belts and ties  
Amplified demand for sun protection boosts demand for caps and hats

#### PROSPECTS AND OPPORTUNITIES

Sustainability set to emerge as more of a priority among Hungarian consumers  
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