

Womenswear in Hungary

November 2023

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Womenswear in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Acceptance of high inflation fuels tolerance of high prices in womenswear

Retail portfolios streamlined and optimised as key players fine-tune their operations

Major changes evident in consumer preferences during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

More diversity in terms of price platforms to lead to broader choice for consumers Buoyant inbound tourism to support rising demand among high-spending tourists Changing tastes of local consumers to underpin shifting dynamics in womenswear

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