

# Retail in Hungary

February 2024

**Table of Contents** 

## Retail in Hungary

#### **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 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 3 Sales in Retail Offline by Channel: Value 2018-2023
- Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 5 Retail Offline Outlets by Channel: Units 2018-2023
- Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 11 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 13 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 15 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 16 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 17 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 18 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 19 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 20 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 21 Retail GBO Company Shares: % Value 2019-2023
- Table 22 Retail GBN Brand Shares: % Value 2020-2023
- Table 23 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 24 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 25 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 26 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 27 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 28 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 29 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 30 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 31 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 32 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 33 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 34 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 35 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

- Table 36 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 37 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 38 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 39 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 40 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 41 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 42 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 43 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 44 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 45 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 46 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 47 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 48 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 49 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 50 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 51 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 52 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 53 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

#### DISCLAIMER

#### **SOURCES**

Summary 2 - Research Sources

#### Convenience Retailers in Hungary

#### **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Sales in forecourt retailers normalise after the imbalances seen due to government price caps and hikes

Negative effects of the price freezes for convenience stores overall

Shortages of packaging materials and scarcity of selected ingredients create additional challenges

# PROSPECTS AND OPPORTUNITIES

Acquisitions, co-branding, and extra services at petrol stations set to influence channel dynamics

Ageing population represents a key driver in retail sales habits

Players will continue to focus on portfolio optimisation

# CHANNEL DATA

- Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023
- Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023
- Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023
- Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023
- Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023
- Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 63 Forecast Sales in Convenience Retailers by Channel: Value 2023-2028
- Table 64 Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

## Supermarkets in Hungary

# KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price comparison websites make it easier than ever for consumers to find the best deals

Government taxes create extra pressures for international retailers

Proximity of supermarkets works in their favour

#### PROSPECTS AND OPPORTUNITIES

Premiumisation expected in health-orientated products

Munch app helps mitigate against food waste and boost the sustainable image of participating stores

Home cooking trends expected to continue over the forecast period

## CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 - Supermarkets GBO Company Shares: % Value 2019-2023

Table 68 - Supermarkets GBN Brand Shares: % Value 2020-2023

Table 69 - Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# Hypermarkets in Hungary

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Hypermarkets face various challenges, from competition from discounters to restrictions on construction One-stop shopping options continue to hold some appeal

Increased packaging sizes help to boost value sales

## PROSPECTS AND OPPORTUNITIES

Players in hypermarkets need to adjust their strategies to meet evolving consumer demands

Special taxes, restrictive regulations, and other challenges faced by hypermarkets over the forecast period

Private labels and value-based promotions will be used to attract customers

# CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 - Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 - Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2020-2023

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# Discounters in Hungary

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Discounters continue to be a big trend, with Lidl leading the charge

Store renovations with standing fridges/freezers increase stock capacity

Discounters utilise personalisation to target consumer audiences

# PROSPECTS AND OPPORTUNITIES

Further expansion of discounters expected

Polarisation between private label and branded goods expected

Players set to launch more self-service checkouts in stores

#### CHANNEL DATA

Table 79 - Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 80 - Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 - Discounters GBO Company Shares: % Value 2019-2023

Table 82 - Discounters GBN Brand Shares: % Value 2020-2023

Table 83 - Discounters LBN Brand Shares: Outlets 2020-2023

Table 84 - Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 - Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# Small Local Grocers in Hungary

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Small local grocers benefit from busy lifestyles and growing urbanisation

Many small local grocers forced to close due to the inflationary environment

Smaller stores find it challenging to maintain competitive pricing

#### PROSPECTS AND OPPORTUNITIES

Rebound of tourism and the return to office life help to support sales Limited opening hours further suppress potential sales Niche strategies are key to success

## CHANNEL DATA

Table 86 - Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 - Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 - Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 - Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# General Merchandise Stores in Hungary

#### **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Ecofamily maintains its consolidated lead in general merchandise stores

Lack of department stores means category consists entirely of variety stores

Flying Tiger tipped as one to watch as the brand takes off in Hungary

# PROSPECTS AND OPPORTUNITIES

Support for the Hungarian chains set to continue over the forecast period More variety stores expected to pop up over the forecast period Increase in gifting occasions expected

## CHANNEL DATA

Table 93 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 94 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 - Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 96 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 97 - General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 98 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023

- Table 99 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
- Table 100 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 101 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 102 Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028
- Table 103 Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

# Apparel and Footwear Specialists in Hungary

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Double-digit value growth continues for appeal and footwear specialists

Post-pandemic effects continue to influence fashion trends

Discount offers and private labels attract cost-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Ongoing trend for sporty and elegant garments, and speciality stores

Ongoing price monitoring expected as retailers aim to offer the most attractive deals

Retailers will capitalise on impulse purchases and emotion-based shopping decisions

## CHANNEL DATA

- Table 104 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 105 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 106 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023
- Table 107 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023
- Table 108 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023
- Table 109 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 110 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# Appliances and Electronics Specialists in Hungary

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Price increases support value sales for appliances and electronics specialists

Supply chain disruptions continue, leading to limited stocks in some cases

Media Markt maintains its lead thanks to strong omnichannel strategies

# PROSPECTS AND OPPORTUNITIES

Loans will continue to be drivers of sales for big-ticket purchases - despite financing challenges

Energy-efficiency and sustainability will continue to influence purchasing decisions

Numbers of units decrease as the online channel continues to grow

#### CHANNEL DATA

- Table 111 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 112 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 113 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023
- Table 114 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023
- Table 115 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023
- Table 116 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 117 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

# Home Products Specialists in Hungary

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers continue to seek home and garden products, despite price hikes

Polarisation seen between discounter lines and high-end products

Pet shops and superstores supported by strong pet food industry in Hungary

#### PROSPECTS AND OPPORTUNITIES

Bedrooms get a makeover, with premium options sought for beds

Home improvement and gardening stores continue to prove popular

More intense competition expected between the home products chains

## CHANNEL DATA

- Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023
- Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023
- Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023
- Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023
- Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023
- Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 127 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028
- Table 128 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

# Health and Beauty Specialists in Hungary

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Inflationary pressures result in a rise in budget-friendly private labels

Impact of new EU directive on pricing strategies

Increased focus on the needs of an ageing (female) population

#### PROSPECTS AND OPPORTUNITIES

"World's first" deodorant filling station and other sustainable actions

Personalisation trends lead to premiumisation

Influences from the beauty industry lead to growing consumer education about skin care

## **CHANNEL DATA**

- Table 129 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 130 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 131 Sales in Health and Beauty Specialists by Channel: Value 2018-2023
- Table 132 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023
- Table 133 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023
- Table 134 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023
- Table 135 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023
- Table 136 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 137 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 138 Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028
- Table 139 Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

# Vending in Hungary

# KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vending sales benefit from convenience offered and a greater number of units

Cashless transactions trend continues

Healthy options and higher quality attract a greater range of consumers to vending

#### PROSPECTS AND OPPORTUNITIES

Post-pandemic landscape is beneficial for vending

"Snackification" trends give a boost to vending

Modern developments set to take vending into the future

## CHANNEL DATA

Table 140 - Vending by Product: Value 2018-2023

Table 141 - Vending by Product: % Value Growth 2018-2023

Table 142 - Vending GBO Company Shares: % Value 2019-2023

Table 143 - Vending GBN Brand Shares: % Value 2020-2023

Table 144 - Vending Forecasts by Product: Value 2023-2028

Table 145 - Vending Forecasts by Product: % Value Growth 2023-2028

## Direct Selling in Hungary

#### **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 146 - Direct Selling by Product: Value 2018-2023

Table 147 - Direct Selling by Product: % Value Growth 2018-2023

Table 148 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 149 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 150 - Direct Selling Forecasts by Product: Value 2023-2028

Table 151 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

# Retail E-Commerce in Hungary

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Media Markt maintains success thanks to its strength in appliances and electronics, while Kifli's Al system attracts consumers

Offline sales remain notable in Hungary

Increased e-commerce presence of pharmacies and beauty stores

# PROSPECTS AND OPPORTUNITIES

Webshippy's Al e-logistics service benefits small online retailers

Ongoing developments from online players will attract a growing number of consumers

Omnichannel strategies will remain important for consumers who still prefer the in-store experience

# CHANNEL DATA

- Table 152 Retail E-Commerce by Channel: Value 2017-2022
- Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022
- Table 154 Retail E-Commerce by Product: Value 2017-2022
- Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022
- Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027
- Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027
- Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027
- Table 161 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

# 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/retail-in-hungary/report.