Euromonitor International

Consumer Electronics in Hungary

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Consumer Electronics in Hungary

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Retail e-commerce continues to grow as the leading distribution channel

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Retail e-commerce takes over from appliances and electronics specialist to become the leading distribution channel

PROSPECTS AND OPPORTUNITIES

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Xiaomi maintains overall lead, while Huawei leads smart wearables
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PROSPECTS AND OPPORTUNITIES

Ongoing positive sales, with smart wearables and activity watches (analogue) suiting different consumer needs
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