



Households: Hungary

September 2025

Table of Contents

HEADLINES

PROSPECTS

Single person households are the leading type, due to demographic and social changes

Urbanisation continues to grow, driven by economic and social factors

Disposable income and consumer spending set to rise strongly

Digital divide not bridged by rapid mobile tech adoption and broadband growth

Housing affordability in crisis as prices surge and supply declines

HOUSEHOLD PROFILE

Chart 1 - Household Profile: 2024-2029

Chart 2 - Households by Number of Persons: 2029

Chart 3 - % of Households by Number of Children: 2029

Chart 4 - Households by Type of Household: 2029

Chart 5 - Consumer Expenditure by Household Type in Hungary: 2019/2024/2029

Chart 6 - Household Head's Sex and Employment in Hungary: 2029

Chart 7 - Households by Education of Head of Household: 2029

Chart 8 - Households by Economic Status of Head of Household in Hungary: 2029

Chart 9 - Households by Age of Head: 2029

Chart 10 - Household Penetration by Facilities: 2029

Chart 11 - Household Possession of Kitchen Durables in 2029: % of Households

Chart 12 - Household Possession of Other Durables in 2029: % of Households

Chart 13 - Household Digital Penetration in Hungary Compared to Global Average: 2029

Chart 14 - Possession of Entertainment Electronics in 2029: % of Households

Chart 15 - Possession of Other Electronics in 2029: % of Households

Chart 16 - Key Metrics of Households Property Market: 2019-2029

Chart 17 - Housing Stock by Construction Year

Chart 18 - Households by Number of Rooms: 2029

Chart 19 - Households by Size of Dwelling in Hungary: 2029

Chart 20 - Housing Completions and House Price Index in Hungary: 2019-2025

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