

# Home Products Specialists in Hungary

February 2024

**Table of Contents** 

# Home Products Specialists in Hungary - Category analysis

### **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 1 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023
- Table 2 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 3 Sales in Home Products Specialists by Channel: Value 2018-2023
- Table 4 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023
- Table 5 Home Products Specialists GBO Company Shares: % Value 2019-2023
- Table 6 Home Products Specialists GBN Brand Shares: % Value 2020-2023
- Table 7 Home Products Specialists LBN Brand Shares: Outlets 2020-2023
- Table 8 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 9 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 10 Forecast Sales in Home Products Specialists by Channel: Value 2023-2028
- Table 11 Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

# Retail in Hungary - Industry Overview

## **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 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
- Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
- Table 14 Sales in Retail Offline by Channel: Value 2018-2023
- Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023
- Table 16 Retail Offline Outlets by Channel: Units 2018-2023
- Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
- Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023
- Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
- Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

- Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 22 Sales in Grocery Retailers by Channel: Value 2018-2023
- Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 24 Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
- Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 28 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 30 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 32 Retail GBO Company Shares: % Value 2019-2023
- Table 33 Retail GBN Brand Shares: % Value 2020-2023
- Table 34 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 35 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 36 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 37 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 38 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 39 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 46 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 47 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 48 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 49 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 56 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## **SOURCES**

Summary 2 - Research Sources

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