

Retail E-Commerce in Hungary

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Offline sales remain notable in Hungary

Increased e-commerce presence of pharmacies and beauty stores

PROSPECTS AND OPPORTUNITIES

Webshippy's AI 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 1 - Retail E-Commerce by Channel: Value 2017-2022

Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 - Retail E-Commerce by Product: Value 2017-2022

Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

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 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 13 - Sales in Retail Offline by Channel: Value 2018-2023

Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 15 - Retail Offline Outlets by Channel: Units 2018-2023

Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 - Retail GBO Company Shares: % Value 2019-2023

Table 32 - Retail GBN Brand Shares: % Value 2020-2023

Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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-e-commerce-in-hungary/report.