

Convenience Stores in Hungary

April 2022

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Convenience Stores in Hungary - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Erosion of outlet numbers continues as shopping habits change
Poor foot traffic in urban areas hampers sales
Forecourt retailers become more active – teaming up with grocery retail brands

PROSPECTS AND OPPORTUNITIES

Convenience stores could move into e-commerce
Franchising likely to be the easiest route to growth
Hungarian Village Program aims to prevent the closure of convenience stores

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2021 sees improved consumer sentiment and better household financial position, driving a rebound
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