

E-Commerce (Goods) in Hungary

April 2022

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E-Commerce (Goods) in Hungary - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another record year for e-commerce

E-commerce manages to save store-based retailers

New customs clearance process makes non-EU cross-border purchases more expensive

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COVID-19 pandemic has transformed the way in which people shop

Constant flow of new entrants to e-commerce

Multichannel approach to attract the widest range of consumers and meet all needs

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