

Homeshopping in Hungary

April 2022

Table of Contents

Homeshopping in Hungary - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping keeps losing relevance in the face of e-commerce
Cold calls and TV shopping are still used to try and reach new customers
Scepticism of homeshopping remains

PROSPECTS AND OPPORTUNITIES

Further erosion of homeshopping sales due to the rise of e-commerce
Catalogues will remain – but with a lower level of circulation
No new entrants expected

CHANNEL DATA

Table 1 - Homeshopping by Category: Value 2016-2021
Table 2 - Homeshopping by Category: % Value Growth 2016-2021
Table 3 - Homeshopping GBO Company Shares: % Value 2017-2021
Table 4 - Homeshopping GBN Brand Shares: % Value 2018-2021
Table 5 - Homeshopping Forecasts by Category: Value 2021-2026
Table 6 - Homeshopping Forecasts by Category: % Value Growth 2021-2026

Retailing in Hungary - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: COVID-19 still determines all aspects of retailing
E-commerce keeps retailers afloat
2021 sees improved consumer sentiment and better household financial position, driving a rebound
What next for retailing? – Uncertainties are here to stay

OPERATING ENVIRONMENT

Informal retailing
Opening hours
Summary 1 - Standard Opening Hours by Channel Type 2021
Physical retail landscape
Cash and carry
Table 7 - Cash and Carry Sales: Value 2016-2021
Seasonality
Black Friday
Christmas
Back-to-school
Payments
Delivery and collection
Emerging business models

MARKET DATA

Table 8 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
Table 9 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
Table 10 - Sales in Store-based Retailing by Channel: Value 2016-2021
Table 11 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
Table 12 - Store-based Retailing Outlets by Channel: Units 2016-2021
Table 13 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
Table 14 - Sales in Non-Store Retailing by Channel: Value 2016-2021
Table 15 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 18 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 20 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 22 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 23 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 24 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 25 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 26 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 27 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 28 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 29 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 30 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 31 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 32 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 33 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 34 - Retailing GBO Company Shares: % Value 2017-2021

Table 35 - Retailing GBN Brand Shares: % Value 2018-2021

Table 36 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 39 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 40 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 41 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 42 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 43 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 44 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 45 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 46 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 47 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 48 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 49 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 50 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 51 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 52 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 53 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 54 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 55 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 56 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 57 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 58 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 59 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 60 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 61 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 62 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 63 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 64 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 65 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 66 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 67 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 68 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 69 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 70 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 71 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 72 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 73 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 74 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 75 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 76 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 77 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 78 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 - Research Sources

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