



Jeans in Hungary

January 2023

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Jeans in Hungary - Category analysis

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2022 DEVELOPMENTS

Skinny-fit jeans and jeggings gain popularity
Price competition in standard women's jeans remains intense
Demand for premium and super premium jeans rebounds despite steep price hikes

PROSPECTS AND OPPORTUNITIES

Broad appeal of jeans will continue to support healthy growth in total volume sales
More Hungarians expected to favour stretchable and loose-fitting jeans
Premium and super premium jeans will benefit most from inbound tourism recovery

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