

Mobile E-Commerce (Goods) in Hungary

April 2022

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Mobile E-Commerce (Goods) in Hungary - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

High smartphone penetration and more regular interaction drive mobile sales during the pandemic

Mobile wallets act as a catalyst to boost mobile e-commerce, but there is room to improve

Smartphones remain the leading devices when it comes to mobile e-commerce

PROSPECTS AND OPPORTUNITIES

The importance of smartphones and mobile e-commerce set to grow further

Smart and innovative solutions from payments and consumer foodservice to move into goods e-commerce

Rich data for retailers – active users are needed

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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

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