

# **Discounters in Hungary**

February 2024

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## Discounters in Hungary - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Discounters continue to be a big trend, with Lidl leading the charge Store renovations with standing fridges/freezers increase stock capacity Discounters utilise personalisation to target consumer audiences

## PROSPECTS AND OPPORTUNITIES

Further expansion of discounters expected Polarisation between private label and branded goods expected Players set to launch more self-service checkouts in stores

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