

# Jeans in Hungary

November 2023

Table of Contents

## Jeans in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflation and pressure on spending underpins shift towards lower priced options  
Consistently high demand for jeans as style trends continue to evolve  
Premium and super premium jeans sales fuelled by “professional buyers” and tourism

#### PROSPECTS AND OPPORTUNITIES

Easing of unit price escalation set to support a recovery of demand  
Uptick in demand due to buoyant inbound arrivals and increases in foreign workers  
Urbanisation and rising importance of individualism set to influence demand for jeans

#### CATEGORY DATA

- Table 1 - Sales of Jeans by Category: Volume 2018-2023
- Table 2 - Sales of Jeans by Category: Value 2018-2023
- Table 3 - Sales of Jeans by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Jeans by Category: % Value Growth 2018-2023
- Table 5 - Sales of Men's Jeans by Category: Volume 2018-2023
- Table 6 - Sales of Men's Jeans by Category: Value 2018-2023
- Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023
- Table 8 - Sales of Men's Jeans by Category: % Value Growth 2018-2023
- Table 9 - Sales of Women's Jeans by Category: Volume 2018-2023
- Table 10 - Sales of Women's Jeans by Category: Value 2018-2023
- Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023
- Table 12 - Sales of Women's Jeans by Category: % Value Growth 2018-2023
- Table 13 - NBO Company Shares of Jeans: % Value 2019-2023
- Table 14 - LBN Brand Shares of Jeans: % Value 2020-2023
- Table 15 - Forecast Sales of Jeans by Category: Volume 2023-2028
- Table 16 - Forecast Sales of Jeans by Category: Value 2023-2028
- Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
- Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028
- Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Men's Jeans by Category: Value 2023-2028
- Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
- Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028
- Table 24 - Forecast Sales of Women's Jeans by Category: Value 2023-2028
- Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

## Apparel and Footwear in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

#### MARKET DATA

- Table 27 - Sales of Apparel and Footwear by Category: Volume 2018-2023
- Table 28 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 29 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 30 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 32 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 33 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 34 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 35 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 36 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 37 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 38 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/jeans-in-hungary/report](http://www.euromonitor.com/jeans-in-hungary/report).