

Hosiery in Hungary

November 2023

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Hosiery in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The popularity of sheer hosiery continues to decline as fashions change
Pronounced escalations in unit price inflation puts pressure on demand for hosiery
Impulse purchases of socks remain an important driver of sales growth in hosiery

PROSPECTS AND OPPORTUNITIES

The seemingly relentless rise of ankle socks set to remain a major fashion trend
Falling interest in stockings and hose set to put pressure on demand for sheer hosiery
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