

# Childrenswear in Hungary

November 2023

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## Childrenswear in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifts seen in preferences and distribution channels in baby and toddler wear  
Increased influence of fashion trends and branding on girls' apparel and boys' apparel  
Volume growth supported by price discounts and multipack offers

#### PROSPECTS AND OPPORTUNITIES

Moderate, steady growth expected in childrenswear as demand continues to rise  
Boy's apparel set to close the gap on girl's apparel as retailers make more of an effort  
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