

# Womenswear in Hungary

November 2023

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## Womenswear in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Acceptance of high inflation fuels tolerance of high prices in womenswear  
Retail portfolios streamlined and optimised as key players fine-tune their operations  
Major changes evident in consumer preferences during the post-pandemic era

#### PROSPECTS AND OPPORTUNITIES

More diversity in terms of price platforms to lead to broader choice for consumers  
Buoyant inbound tourism to support rising demand among high-spending tourists  
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