



# Home Products Specialists in Hungary

February 2024

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## Home Products Specialists in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers continue to seek home and garden products, despite price hikes

Polarisation seen between discounter lines and high-end products

Pet shops and superstores supported by strong pet food industry in Hungary

#### PROSPECTS AND OPPORTUNITIES

Bedrooms get a makeover, with premium options sought for beds

Home improvement and gardening stores continue to prove popular

More intense competition expected between the home products chains

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