

# General Merchandise Stores in Hungary

February 2024

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## General Merchandise Stores in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ecofamily maintains its consolidated lead in general merchandise stores  
Lack of department stores means category consists entirely of variety stores  
Flying Tiger tipped as one to watch as the brand takes off in Hungary

#### PROSPECTS AND OPPORTUNITIES

Support for the Hungarian chains set to continue over the forecast period  
More variety stores expected to pop up over the forecast period  
Increase in gifting occasions expected

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