



Euromonitor
International

Hosiery in Hungary

February 2026

Table of Contents

[Hosiery in Hungary - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Non-sheer drives the momentum in hosiery

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium and budget segments see sales through differentiation

Lifestyle-driven demand boosts compression and sports hosiery sales

Chart 2 - The Spread of Compression Socks Brings Medical-Grade Support to Ageing Population

Chart 3 - All Styles, All Needs, One Aisle

Tariffs and supply chain issues drive downshifting in consumer spending

Chart 4 - Tariffs Push Shoppers Towards Downshifting

WHAT'S NEXT?

Consumers to drive growth through lifestyle and comfort demands

Sheer hosiery to continue to lose traction

Advanced materials to drive growth in non-sheer hosiery

COMPETITIVE LANDSCAPE

Calzedonia maintains lead through strong brand recognition but Pepkor intensifies the competition

Emerging players and product launches drive market opportunities

CHANNELS

Offline apparel specialists dominate hosiery sales

Jack & Jones gains popularity online

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

Apparel and footwear retains attractiveness

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Premiumisation and downtrading drive sales amidst economic pressures

Lifestyle specialties exert a growing influence on apparel and footwear

Chart 7 - Capsule Collections & Social-Native Storytelling

Chart 8 - Batz's Fashion-Forward Ortho Sport Sandals Elevate Functional Footwear

Innovative retail experiences fuel dynamic growth in sportswear

Chart 9 - Nike Rise Concept Store in Budapest, Blending Digital Innovation and Community

WHAT'S NEXT?

Consumers driving polarisation with premium or budget choices

Apparel to maintain largest share as sportswear remains a key growth driver

Digital channels and social media to help shape consumer choices

COMPETITIVE LANDSCAPE

Strong strategic moves to stay ahead of an intensifying field

Emerging players reshape the competitive landscape

CHANNELS

Specialist retailers underpin retail offline's dominance

Retail e-commerce grows as consumers seek convenience

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Hungary 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Hungary 2025

Chart 13 - Consumer Landscape in Hungary 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hosiery-in-hungary/report.