



Euromonitor
International

Womenswear in Hungary

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Womenswear shows resilience

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Disposable income growth and tourism boost sales of womenswear

Market polarisation drives demand for affordable and premium womenswear

Chart 3 - New Entrants Primark and Koton Offer Value and Trend Appeal

Capsule collections and influencer marketing foster brand presence

Chart 4 - Capsule Collections & Social-Native Storytelling

WHAT'S NEXT?

Rising demand for unique and versatile pieces to drive sales

Style-facing and emotional purchases to become more common

Limited-editions and omnichannel experiences to influence consumer behaviour

COMPETITIVE LANDSCAPE

Leading players leverage market strength and show flexibility as the competition intensifies

Zalando's acquisition and novelties add dynamism to the competitive landscape

CHANNELS

Apparel specialists lead womenswear sales through the personal touch

Retail e-commerce gains traction with AI-driven solutions

Chart 5 - Hungarian Start-Up Outfino Uses AI to Revolutionise Womenswear Shopping and Marketing

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Hungary - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear retains attractiveness

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Premiumisation and downtrading drive sales amidst economic pressures

Lifestyle specialties exert a growing influence on apparel and footwear

Chart 8 - Capsule Collections & Social-Native Storytelling

Chart 9 - Batz's Fashion-Forward Ortho Sport Sandals Elevate Functional Footwear

Innovative retail experiences fuel dynamic growth in sportswear

Chart 10 - 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 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Hungary 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hungary 2025
Chart 14 - 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/womenswear-in-hungary/report.