



Euromonitor
International

Direct Selling in Hungary

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Direct selling continues to lose ground to e-commerce
Agent-operated stores help Avon to maintain its leading position
Lux rebranded as Richter following sale of local subsidiary

PROSPECTS AND OPPORTUNITIES

Threat from e-commerce will continue to limit growth potential
Rising levels of distrust among consumers pose a further challenge
Competitive landscape likely to become more consolidated

CHANNEL DATA

- Table 1 - Direct Selling by Product: Value 2019-2024
- Table 2 - Direct Selling by Product: % Value Growth 2019-2024
- Table 3 - Direct Selling GBO Company Shares: % Value 2020-2024
- Table 4 - Direct Selling GBN Brand Shares: % Value 2021-2024
- Table 5 - Direct Selling Forecasts by Product: Value 2024-2029
- Table 6 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail in Hungary - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Special retail tax continues to take a toll on large multinational chains
Sustainability concerns remain influential as new deposit return scheme is launched
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
- Summary 1 - Standard Opening Hours by Channel Type 2024
- Seasonality
- Black Friday
- Christmas
- Back-to-school

MARKET DATA

- Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 9 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 10 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 11 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 13 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 17 - Sales in Grocery Retailers by Channel: Value 2019-2024
- Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
- Table 19 - Grocery Retailers Outlets by Channel: Units 2019-2024
- Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 27 - Retail GBO Company Shares: % Value 2020-2024

Table 28 - Retail GBN Brand Shares: % Value 2021-2024

Table 29 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 30 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 31 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 32 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 34 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 35 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 42 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 44 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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