

Consumer Electronics in Hungary

July 2025

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Retail e-commerce continues to grow as the leading distribution channel

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Retail e-commerce continues to grow as the leading distribution channel

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2025 DEVELOPMENTS

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Samsung maintains strong lead thanks to ongoing innovation and strong brand trust

Retail e-commerce takes over from appliances and electronics specialist to become the leading distribution channel

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Retail e-commerce particularly well suited to sales of wireless speakers

PROSPECTS AND OPPORTUNITIES

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Wearable Electronics in Hungary

KEY DATA FINDINGS

2025 DEVELOPMENTS

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Xiaomi maintains overall lead, while Huawei leads smart wearables
Retail e-commerce holds the largest share of sales for wearable electronics

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales, with smart wearables and activity watches (analogue) suiting different consumer needs

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