



Hosiery in Hungary

December 2024

Table of Contents

Hosiery in Hungary - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multipack formats popular in hosiery, due to offering good value for money

Trend to match socks with other apparel and footwear

Ongoing rise of speciality and performance hosiery

PROSPECTS AND OPPORTUNITIES

“Sneakermania” fans choose their socks to match their sneakers

Multipacks of socks at the checkout and premium socks online

Rising popularity of trousers in womenswear suppresses sales of sheer hosiery

CATEGORY DATA

Table 1 - Sales of Hosiery by Category: Volume 2019-2024

Table 2 - Sales of Hosiery by Category: Value 2019-2024

Table 3 - Sales of Hosiery by Category: % Volume Growth 2019-2024

Table 4 - Sales of Hosiery by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Hosiery: % Value 2020-2024

Table 6 - LBN Brand Shares of Hosiery: % Value 2021-2024

Table 7 - Forecast Sales of Hosiery by Category: Volume 2024-2029

Table 8 - Forecast Sales of Hosiery by Category: Value 2024-2029

Table 9 - Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029

Table 10 - Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

Apparel and Footwear in Hungary - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024

Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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.