



Apparel and Footwear in Hungary

February 2026

Table of Contents

Apparel and Footwear in Hungary

EXECUTIVE SUMMARY

Apparel and footwear retains attractiveness

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Premiumisation and downtrading drive sales amidst economic pressures

Lifestyle specialties exert a growing influence on apparel and footwear

Chart 3 - Capsule Collections & Social-Native Storytelling

Chart 4 - Batz's Fashion-Forward Ortho Sport Sandals Elevate Functional Footwear

Innovative retail experiences fuel dynamic growth in sportswear

Chart 5 - 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 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Hungary 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Hungary 2025

Chart 9 - Consumer Landscape in Hungary 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Childrenswear in Hungary

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polarisation is visible in childrenswear

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Aggressive discounting and resale platforms drive market dynamics

Baby and toddler wear sees the fastest retail value sales growth, driven by essential demand

Resale and rental platforms gain traction as consumers seek affordability and sustainability

Chart 12 - Ruhacsúszda and Vinted Propel Resale Growth in Hungarian Childrenswear Market in 2025

WHAT'S NEXT?

Parents to prioritise style and sustainability in childrenswear

Essential baby and toddler wear to push retail value sales growth

Thematic collections and online platforms to drive growth and brand loyalty

COMPETITIVE LANDSCAPE

International giants consolidate leadership of childrenswear

Players focus on high-impact promotions

Chart 13 - H&M, New Yorker, and Zara Kids Drive Sales with Deep Discounts and Rapid Trend Cycles

Chart 14 - Tesco Expands F&F Kids Premium Basics Range

CHANNELS

Retail offline dominates childrenswear sales through strong brand presence

E-commerce gains traction amidst growing consumer convenience and technological needs

COUNTRY REPORTS DISCLAIMER

[Apparel Accessories in Hungary](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Extended replacement cycles but premiumisation gains momentum

Chart 15 - Key Trends 2025

INDUSTRY PERFORMANCE

Drop in retail volume sales but a rising demand for premium products

Hats/caps gains through the rising demand for functional and fashionable headwear

Chart 16 - Functional Caps Gain Traction in Hungary Due To Weather Challenges

Chart 17 - Rising UV Awareness

Market polarisation drives innovation and premiumisation

Chart 18 - Speciality and Lifestyle Caps Gain Ground as Self-Expression Accessories in 2025

WHAT'S NEXT?

Consumers to drive premiumisation with innovative materials and designs

Hats/caps to overtake gloves as the key category with a sustained demand for a widening array of headwear

Sustainable materials and brand collaborations to push growth

COMPETITIVE LANDSCAPE

LPP Hungary leads with strong brand recognition and broad assortments

Innovative product launches and emerging trends

CHANNELS

Specialist retailers lead with wide, recognised and popular selections

E-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

[Menswear in Hungary](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Menswear is a dynamic category in Hungary

Chart 19 - Key Trends 2025

INDUSTRY PERFORMANCE

Hungarian menswear on the up

Men's outerwear dominates through broad assortments and necessity

AI-driven styling tools and role model collaborations drive sales

Chart 20 - Growing Trend of Role Model Collaborations Boosts Men's Apparel Sales in Hungary

WHAT'S NEXT?

Economic improvements and style experimentation to drive sales

Men's swimwear to rebound as tourism flows increase

Scandinavian-inspired brands and sustainable materials to gain traction

Chart 21 - Scandinavian-Inspired Brands Expands in Hungary Boosting Menswear Even For Plus-Size

COMPETITIVE LANDSCAPE

Technology and affordability gain importance

Chart 22 - Fast Fashion and Prestige Labels Fuel Market Polarisation in Hungarian Menswear

Emerging players and trends create new opportunities

CHANNELS

Retail offline leads menswear through specialist retailers and department stores

E-commerce gains traction with fast fashion and premium drops

COUNTRY REPORTS DISCLAIMER

[Womenswear in Hungary](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Womenswear shows resilience

Chart 23 - Key Trends 2025

Chart 24 - Analyst Insight

INDUSTRY PERFORMANCE

Disposable income growth and tourism boost sales of womenswear

Market polarisation drives demand for affordable and premium womenswear

Chart 25 - New Entrants Primark and Koton Offer Value and Trend Appeal

Capsule collections and influencer marketing foster brand presence

Chart 26 - 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 27 - Hungarian Start-Up Outfino Uses AI to Revolutionise Womenswear Shopping and Marketing

COUNTRY REPORTS DISCLAIMER

Jeans in Hungary

KEY DATA FINDINGS

2025 DEVELOPMENTS

Jeans remains on an upward demand trajectory

Chart 28 - Key Trends 2025

INDUSTRY PERFORMANCE

Level of polarisation in jeans

Chart 29 - Fast Fashion Expands Wide Jeans Portfolio to Capture Fashion-Forward Budget Shoppers

Tourism and immigrant workers push the demand for jeans

Chart 30 - Jeans For Work

Retailers adapt product designs to mitigate supply chain pressures

Chart 31 - Fast Fashion Shift To Lightweight or Blended Jeans Amid Supply Chain Pressures

WHAT'S NEXT?

Jeans to continue to grow sales as economic indicators improve

Economy jeans to benefit from robust demand and widening assortments

High-end jeans to lead retail value sales growth

COMPETITIVE LANDSCAPE

LPP Hungary and H&M Hennes & Mauritz invest in the category

Emerging trends and opportunities for businesses

CHANNELS

Offline apparel specialists lead jeans sales with in-store experiences

Retail e-commerce plays a supporting role in jeans sales

COUNTRY REPORTS DISCLAIMER

Hosiery in Hungary

KEY DATA FINDINGS

2025 DEVELOPMENTS

Non-sheer drives the momentum in hosiery

Chart 32 - Key Trends 2025

INDUSTRY PERFORMANCE

Premium and budget segments see sales through differentiation

Lifestyle-driven demand boosts compression and sports hosiery sales

Chart 33 - The Spread of Compression Socks Brings Medical-Grade Support to Ageing Population

Chart 34 - All Styles, All Needs, One Aisle

Tariffs and supply chain issues drive downshifting in consumer spending

Chart 35 - 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

[Footwear in Hungary](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Complex environment for footwear

Chart 36 - Key Trends 2025

Chart 37 - Analyst Insight

INDUSTRY PERFORMANCE

Rising costs drive premiumisation and downshifting in footwear

Children's footwear maintains demand as parents prioritise spending on their offspring

Chart 38 - Batz Elevates Functional Sandals and Designer Slides for Health-Focused Women

Tariffs and supply chain pressures shape market dynamics

Chart 39 - Dorko Leverages Limited-Edition Collaborations to Offset Rising Production Costs

WHAT'S NEXT?

Sneakers and orthopaedic footwear to push retail value sales

Positive growth performances anticipated across footwear

Premiumisation, sustainability and collaborations to inform business strategies

COMPETITIVE LANDSCAPE

Emerging players increase the pressure on the leaders

Skechers continues to gain traction in footwear in Hungary

Chart 40 - Skechers Cozy Fit Taps Hungary's Booming Comfort-Style Footwear Trend

CHANNELS

Specialist retailers appeal through convenience and personal service

Retail e-commerce grows steadily driven by competitive pricing and convenience

COUNTRY REPORTS DISCLAIMER

[Sportswear in Hungary](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sportswear is impacted by tech, production, supply and consumer dynamics

Chart 41 - Key Trends 2025

Chart 42 - Analyst Insight

INDUSTRY PERFORMANCE

AI and tech innovation drives premiumisation and growth

Nike and Dorko provide innovation in the local space

Chart 43 - Nike Rise Concept Store in Budapest, Blending Digital Innovation and Community

Tariffs and supply chain challenges spur local production

Chart 44 - Dorko (DRK) Challenger Tennis Shoe: A Local Response to Global Supply Chain Challenge

WHAT'S NEXT?

Sports footwear to continue to close the gap on sports apparel
Technological innovation and sustainability to shape the future
Business impact of key trends

COMPETITIVE LANDSCAPE

Global giants lead as niche players gain traction
Innovative launches and local production drive growth opportunities
Chart 45 - Skechers Aero Running Line: Goodyear Rubber, Carbon Infusion and Dual-Density Foam

CHANNELS

Sports goods stores leverage in-store experiences and expertise to dominate sportswear distribution
GymBeam and BioTechUSA expand into sportswear

COUNTRY REPORTS DISCLAIMER

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/apparel-and-footwear-in-hungary/report.