



# Retail E-Commerce in Hungary

February 2024

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## Retail E-Commerce in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Media Markt maintains success thanks to its strength in appliances and electronics, while Kifli's AI system attracts consumers

Offline sales remain notable in Hungary

Increased e-commerce presence of pharmacies and beauty stores

#### PROSPECTS AND OPPORTUNITIES

Webshippy's AI e-logistics service benefits small online retailers

Ongoing developments from online players will attract a growing number of consumers

Omnichannel strategies will remain important for consumers who still prefer the in-store experience

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