

Insights into the growth of Hungarian eCommerce

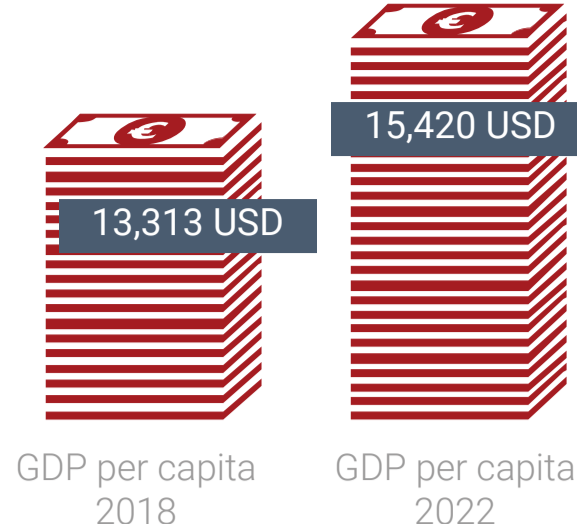
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 9.82 million people with a total GDP of 125.82 billion USD.

GDP per capita is currently 13,313 USD and expected to reach 15,420 USD by 2022.



User Insights

There are currently 5.85 million eCommerce users in Hungary, with an additional 1.04 million users to be shopping online by 2022.

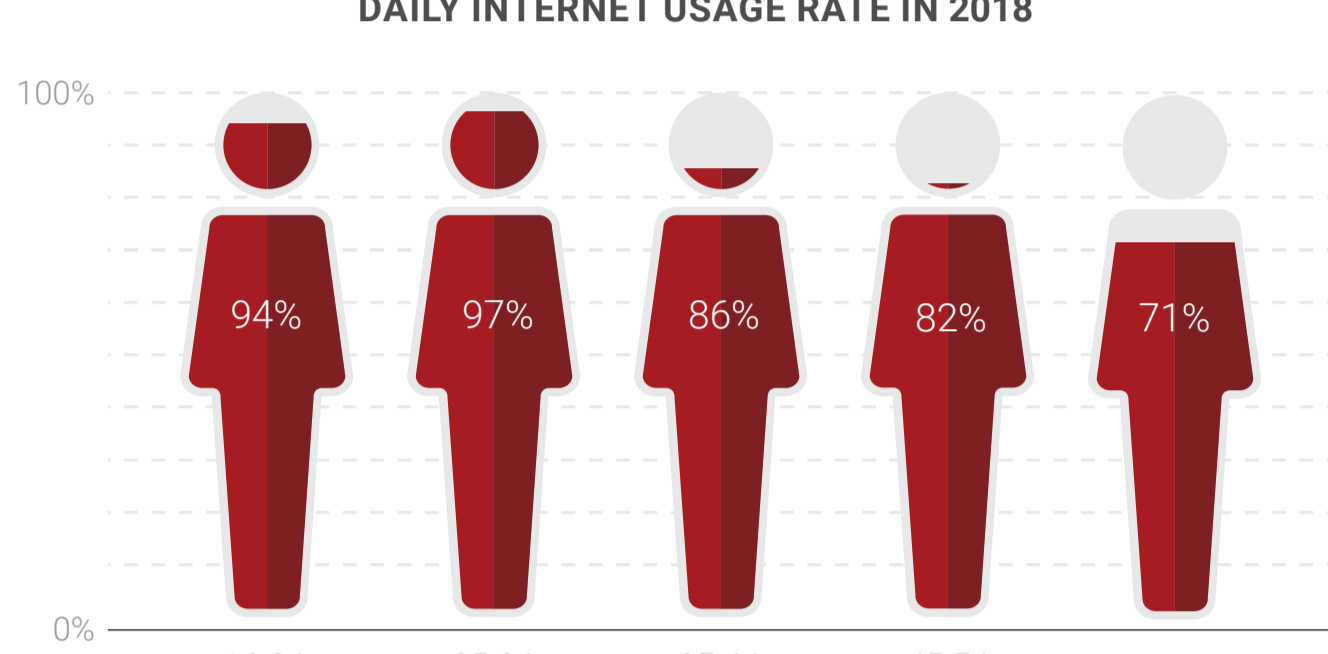
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE IN 2018



Shopping Categories

Total eCommerce revenue across all product categories is 1.86 billion USD, expected to reach 2.59 billion USD by 2021.

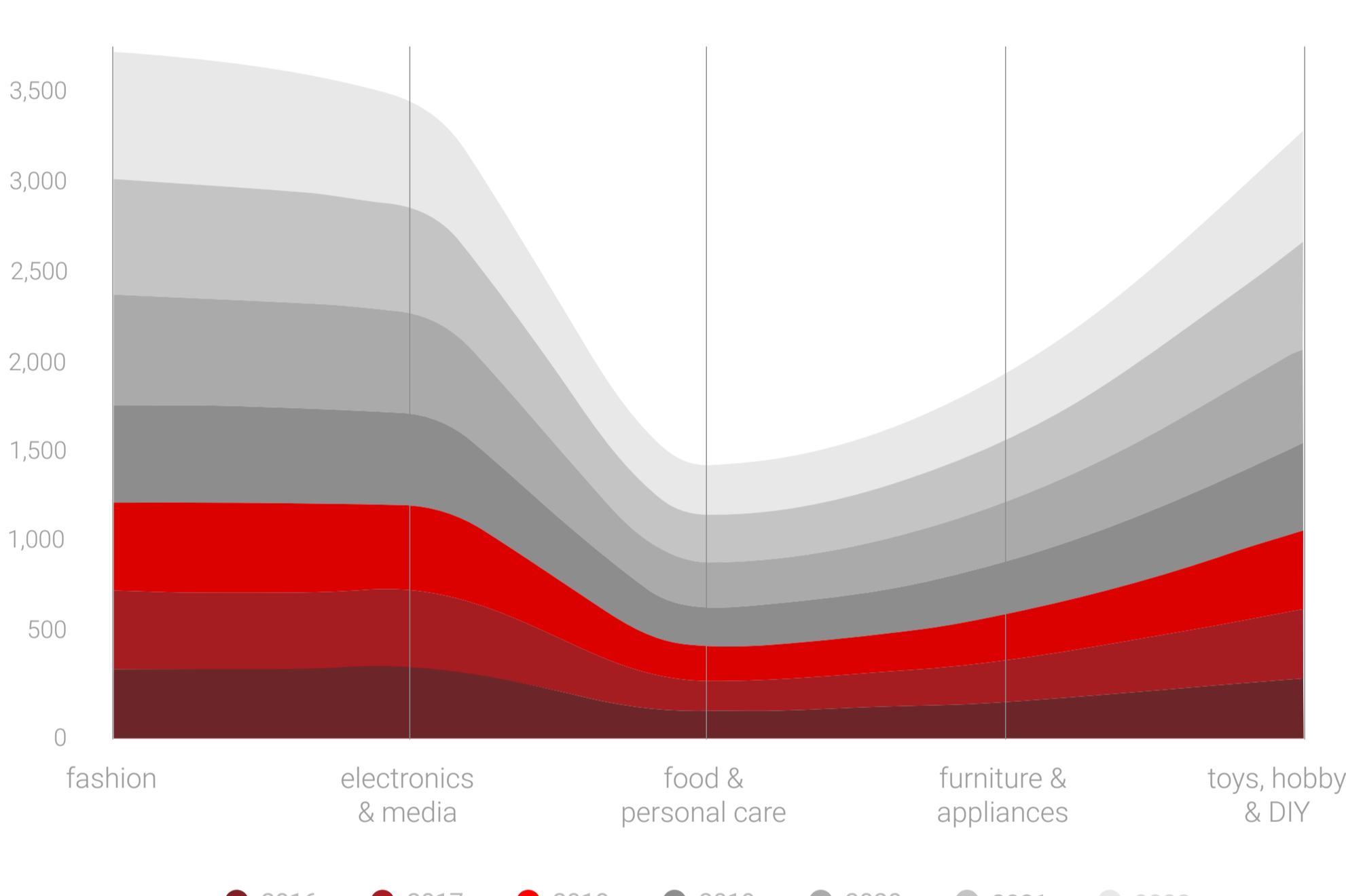


Fashion is currently the leading product category, accounting for 494.4 million USD market share.



Electronics & Media is second, accounting for 474 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, Hungary was ranked 31st in the World Bank Logistics ranking.

Preferred Online Payment Methods

64% of Hungarian shoppers like to cash on delivery when shopping online.

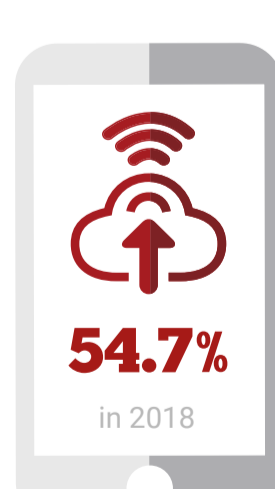


Where does Hungary buy from?

Germany supplies Hungary with 25.4 billion USD in imports. Other key import partners are China (\$5.42 billion), Poland (\$5.18 billion), Italy (\$4.86 billion) and the Czech Republic (\$4.66 billion).



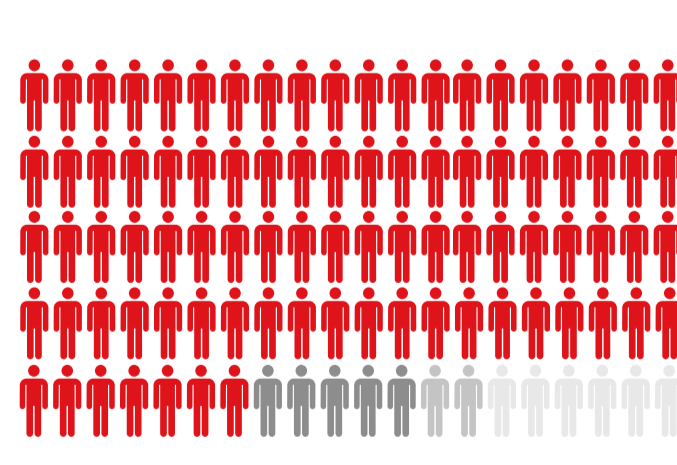
Device Usage



Internet penetration is currently at 76.4%, and should reach 78.9% by 2022.

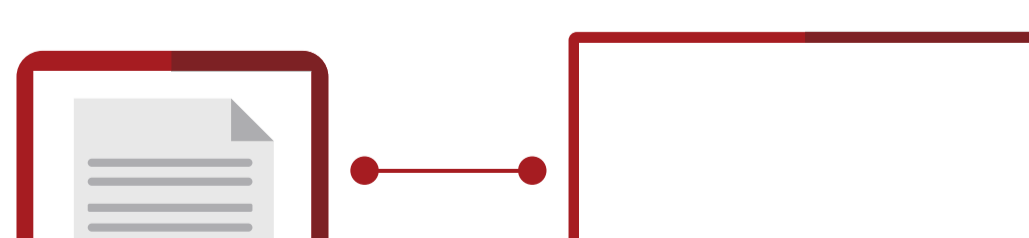
Smartphone penetration is 54.7% and is projected to grow to 62.1% by 2022.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

In 2017, 213.83 million USD was spent on TV advertising.



5.08 million Hungarians are active social network users, thanks to Facebook, Pinterest, Twitter and Tumblr, which are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.