

E-commerce business in Hungary

Learn the **specifics of the Hungarian market**, the target **customer** and gain **knowledge** about the **most common mistakes** made when **setting up e-commerce** in Hungary

The evolution of e-commerce in Europe

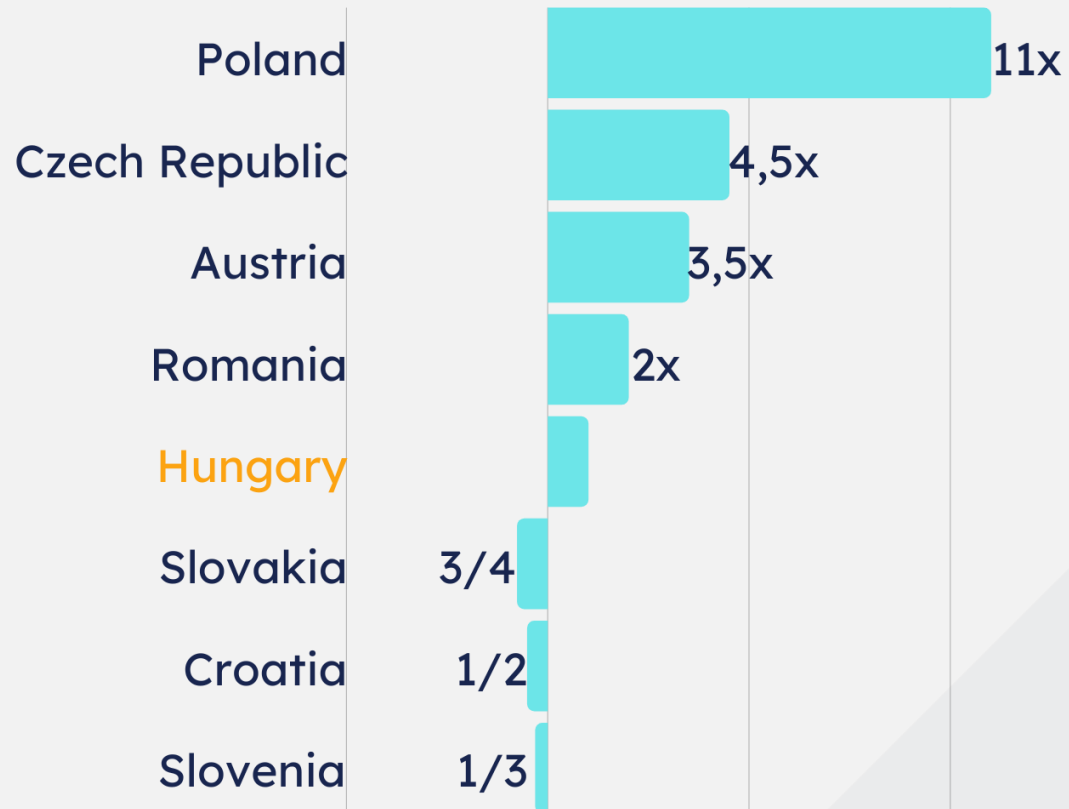
The total value of the
European e-commerce
market is **720 mld €**
(increase 16%)

Polish e-commerce market is in **7th place**

Hungarian e-commerce market is in
21st place

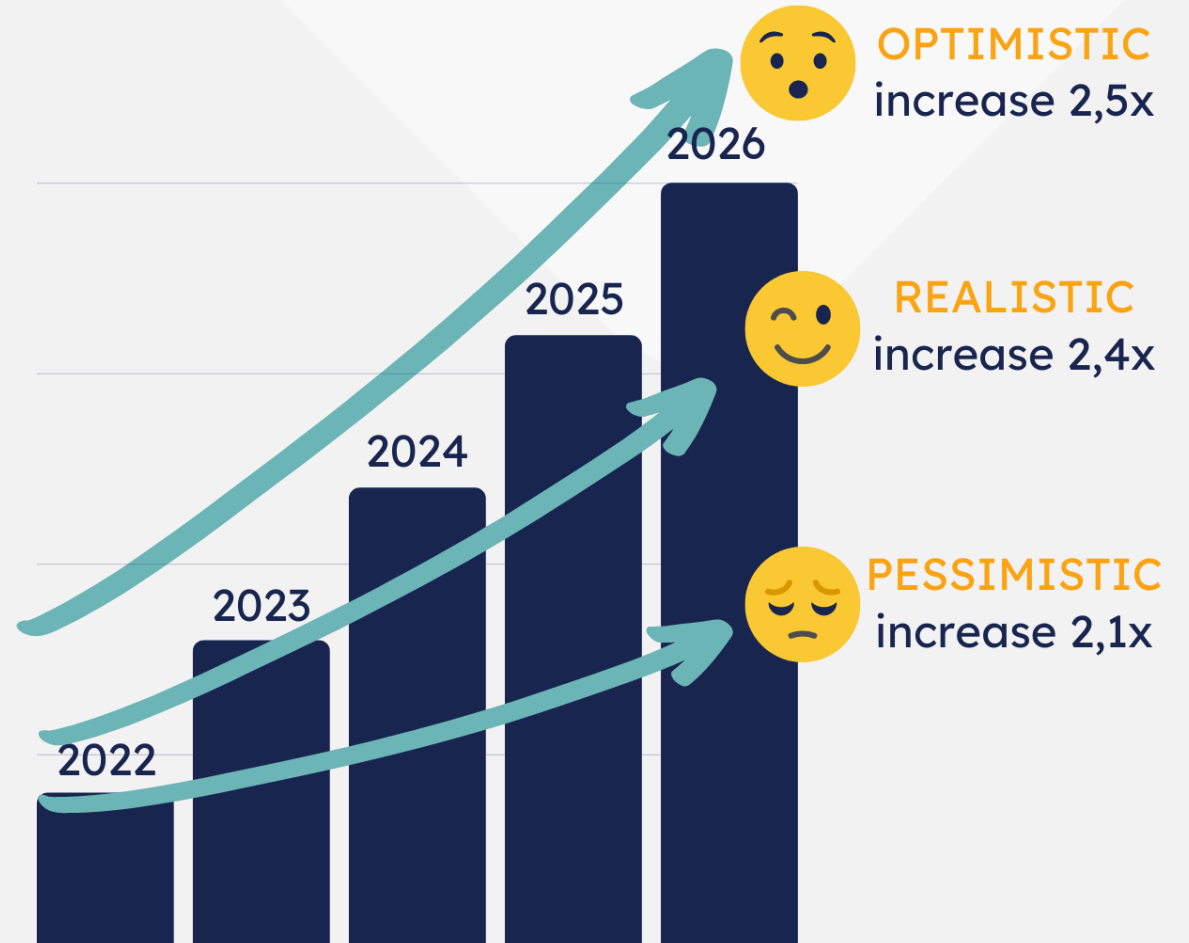
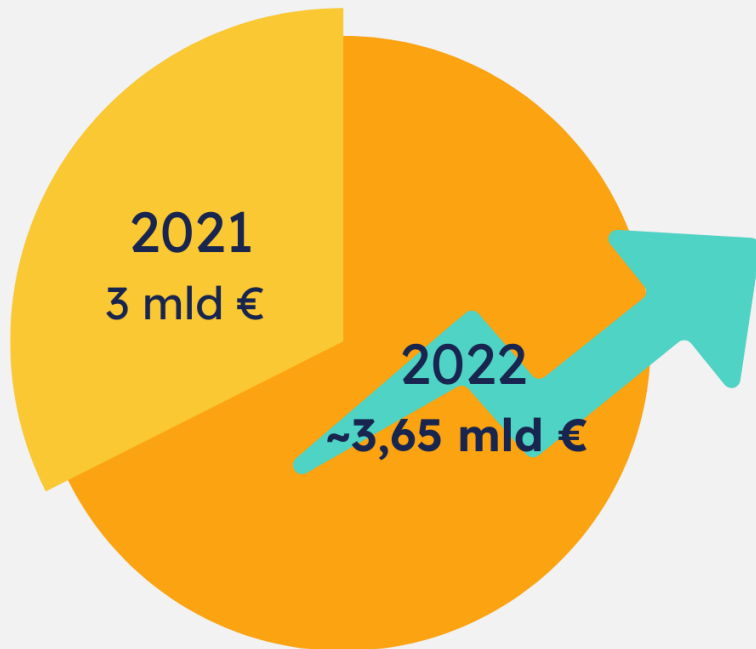


Regional competition is getting stronger

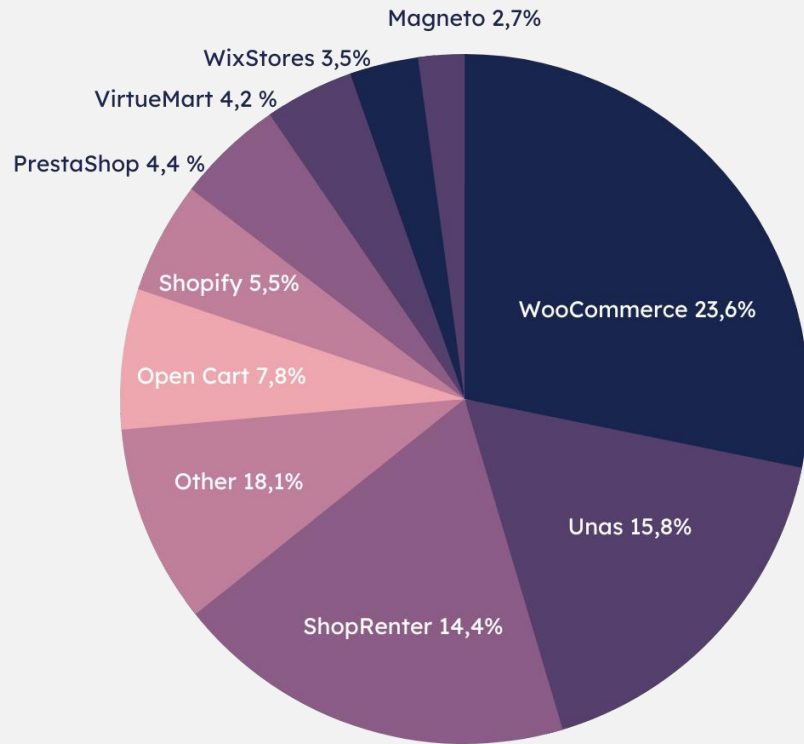


Hungarian e-commerce growth

Value of **Hungarian**
e-commerce market



Growth of the Hungary's e-commerce



37 000

ONLINE STORES

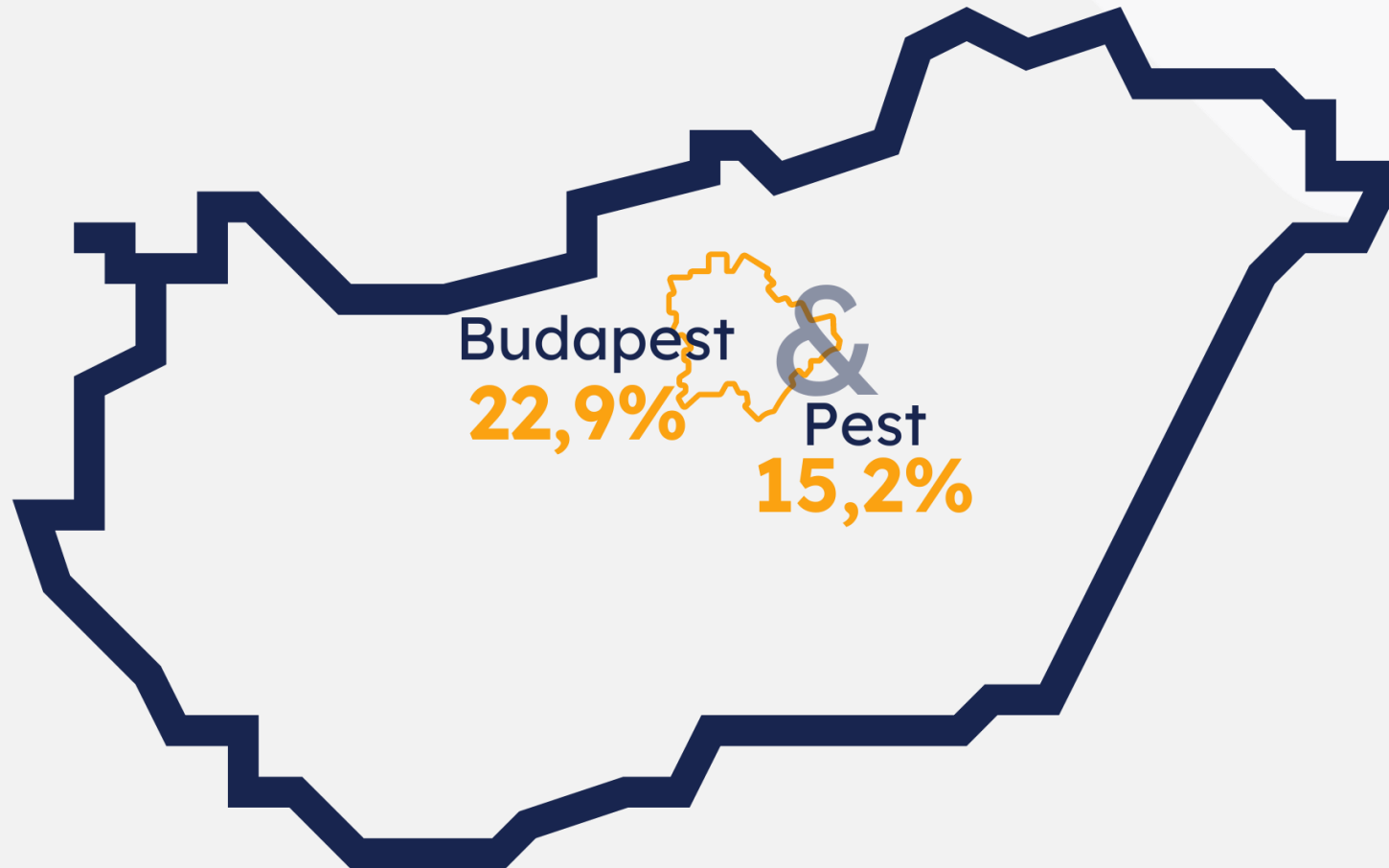
products & services

15 000

ONLINE STORES

products

Domination of Budapest city and Pest Region in Hungarian online marketplace



Residents vs. **Potential buyers**



Adults
residents

8,1 mln



Active internet
users

6,5mln

300 more than in 2021



Active online
shoppers:
products &
services

5,1 mln



Active online
shoppers:
product

3,1 mln

200 more than in 2021

Specification of Hungarian market

2020

vs.

2021

68 891 764

online orders



86 680 332

online orders

2019

45,5 €

2020

34,4 €

2021

33,9 €



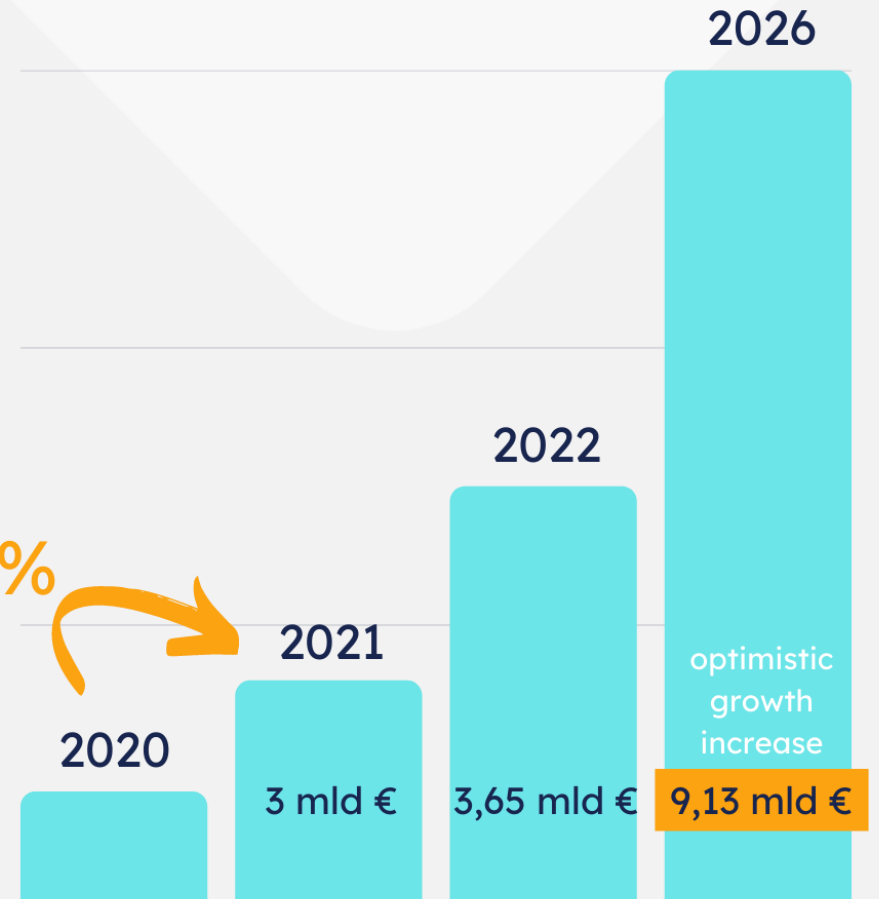
-11,5 €



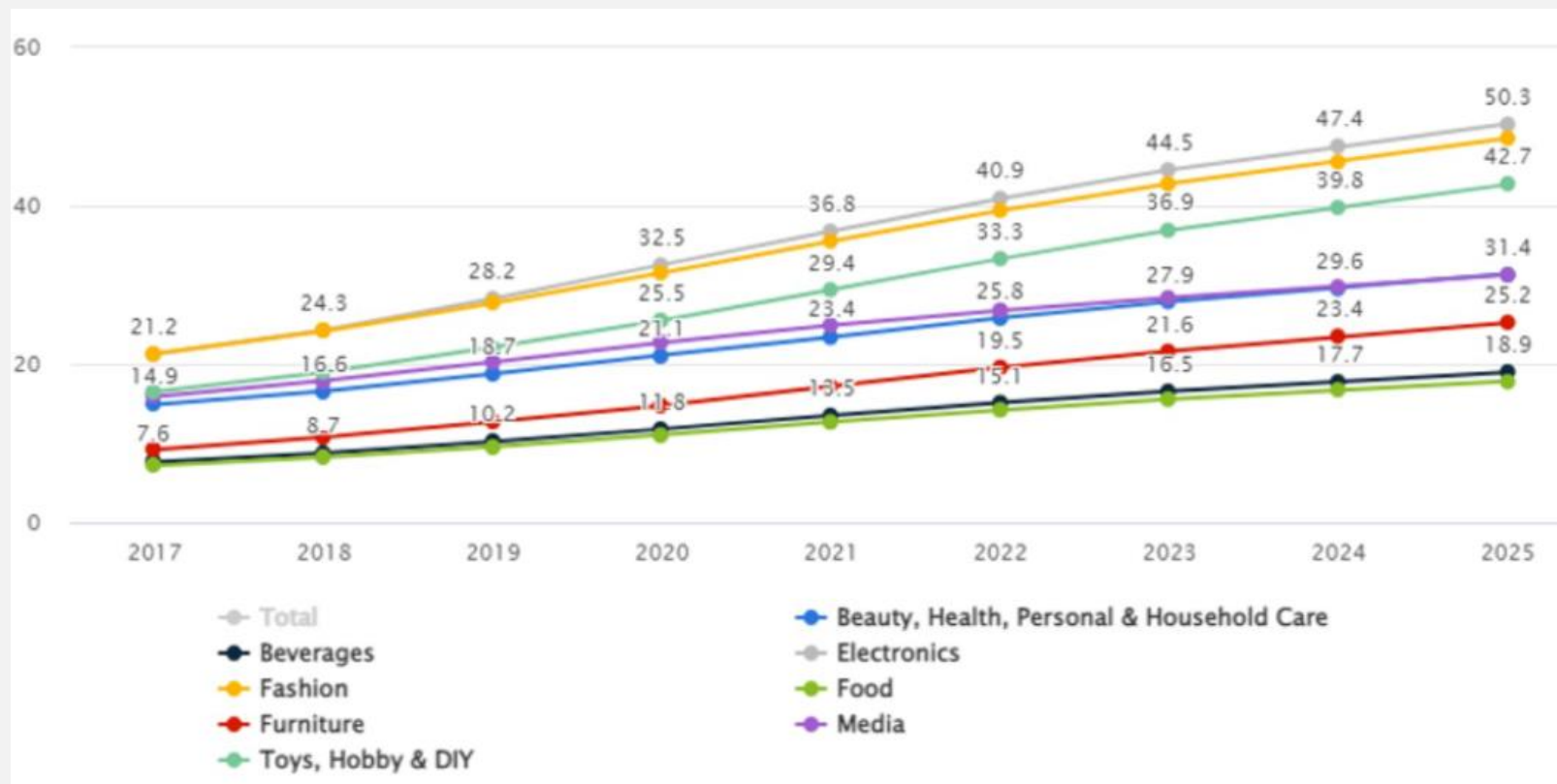
-0,5 €



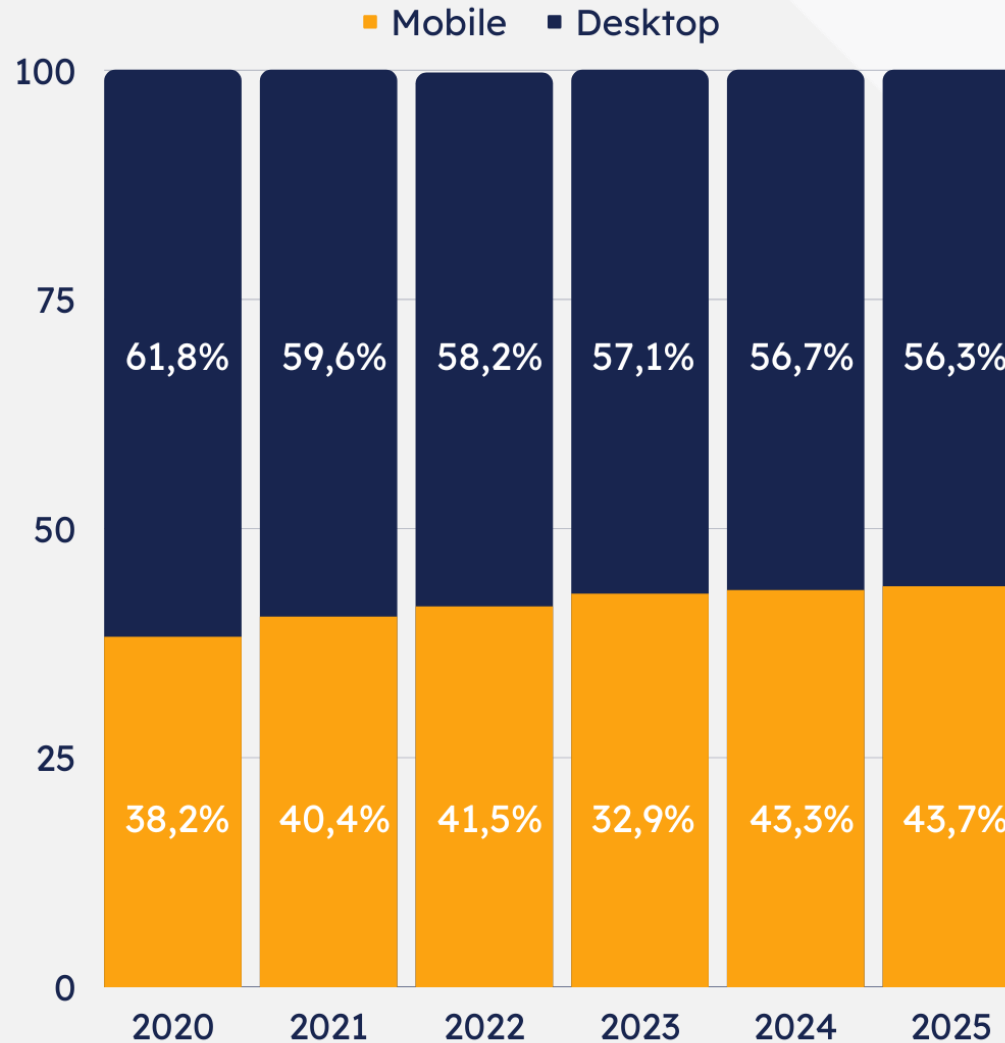
+22%



What do Hungarians buy online



Hungarian sales channels



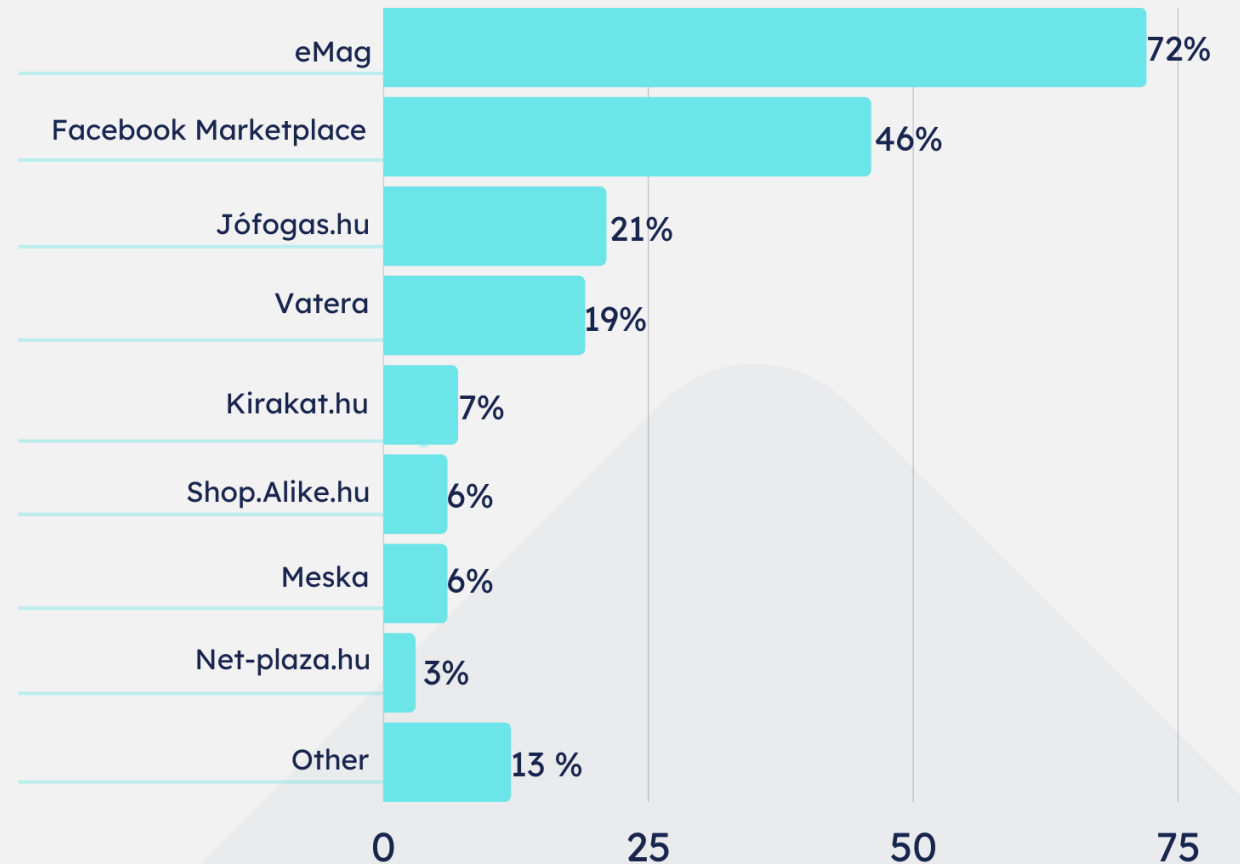
Online marketplaces in Hungary

Hungary's two **best-known**
price comparison sites

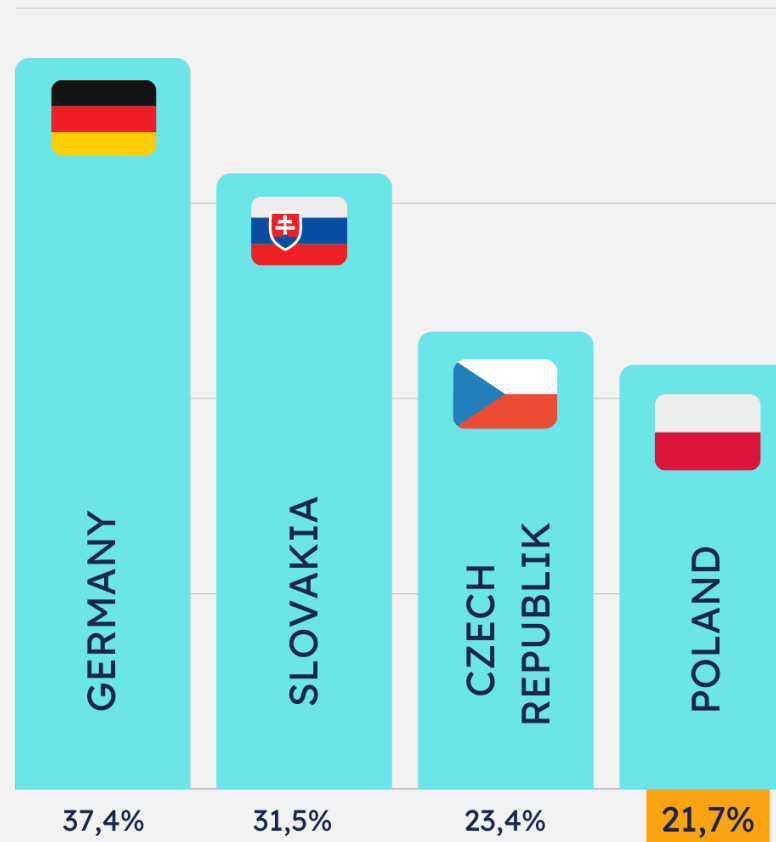


árkereső

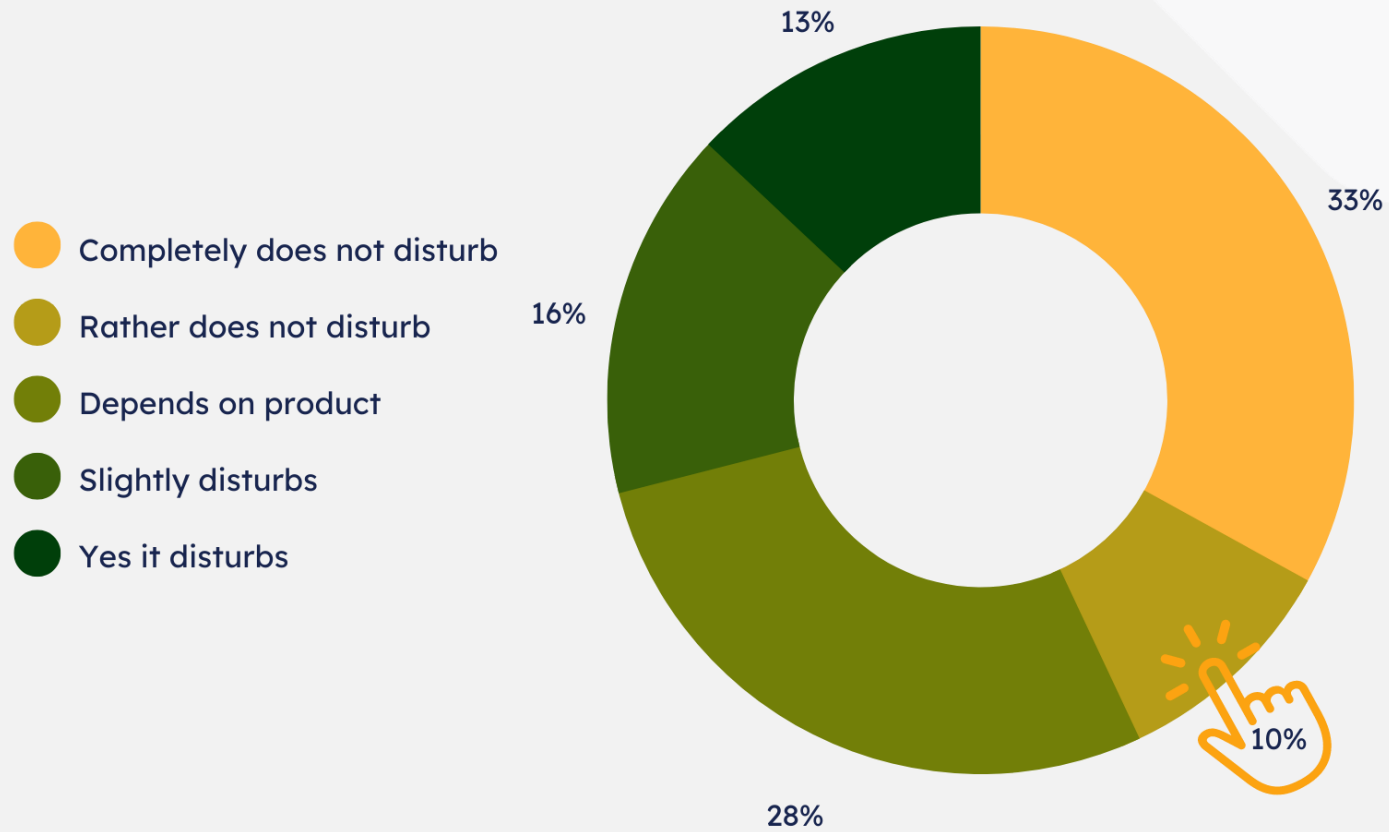
árgép.hu



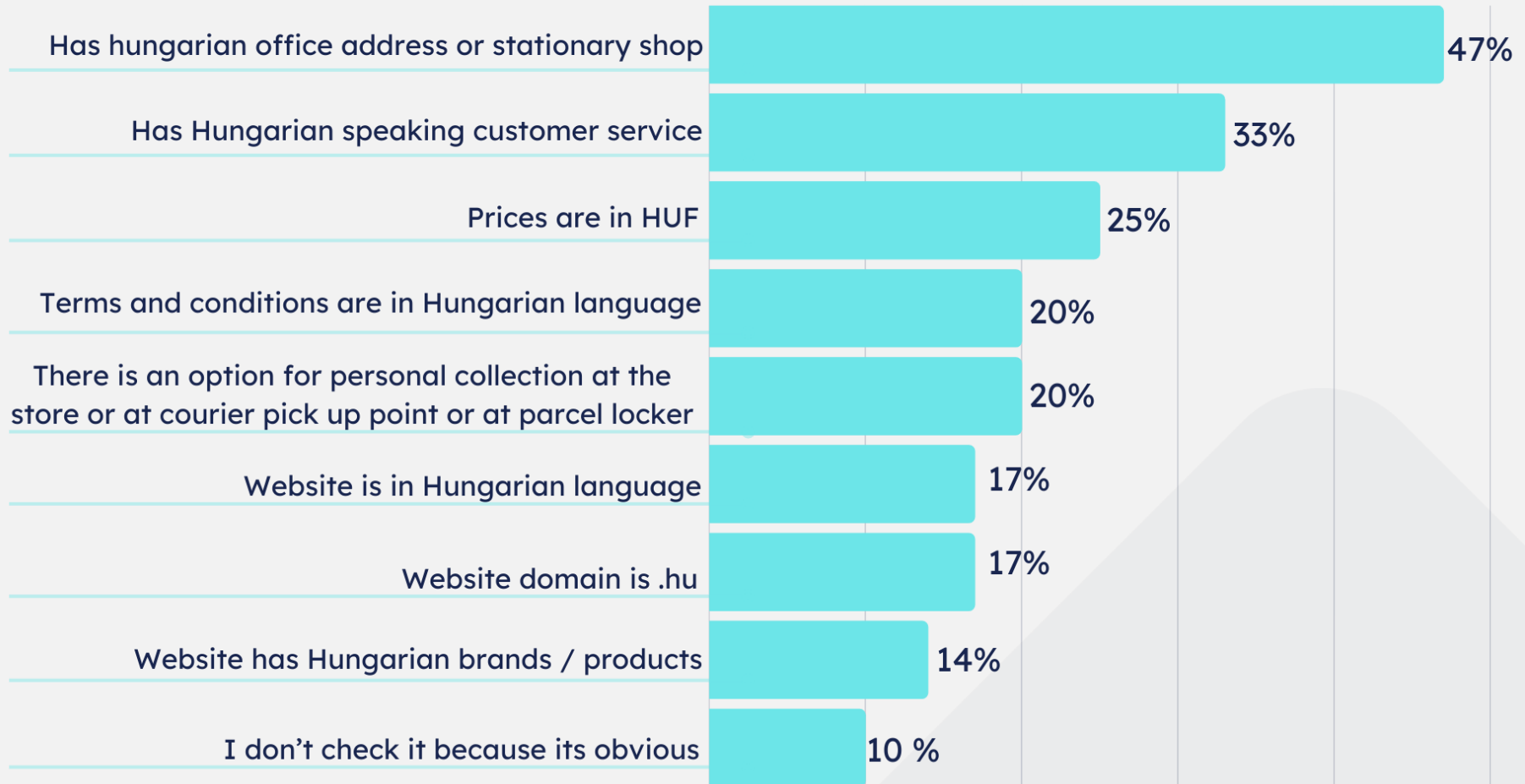
Where is a **Hungarian consumer** shopping from in abroad?



Is that impacting a Hungarian online buyer, if an **online store** is not Hungarian?



When a store is considered a „Hungarian”?



What common mistakes to avoid when expanding into the Hungarian market



no cash on delivery option



no customer service in the local language



no price given in HUF



lack of correct translation and localization of stores



no company address in Hungary and addresses for returns (preferably in the capital city)



no delivery price adjusted to Hungarian standards



expansion via Emag only



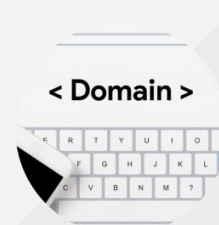
no local "trusted shop" logo



no optimized delivery time



lack of a trusted local partner



no own store with .hu domain and no sales portals



no trusted forms of payment

Thank you for your attention!

Local call center
solution



Experts in the
Hungarian and
Romanian markets



11 years of
experience in the e-
commerce market



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service for your business



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E-commerce **logistic** in Hungary

Data and examples on the best logistics solutions for
your cross-border e-commerce business

The **most popular 3 couriers** chosen by Hungarians

GLS

Magyar Posta

DPD

The most common forms of delivery



Home delivery

80%



Personal pickup

18%

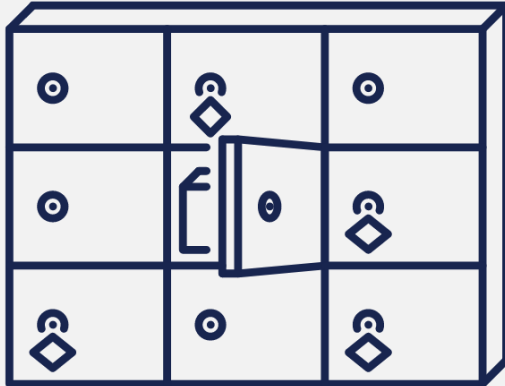


Parcel Machines

2%

Increase in popularity of parcel machines

980+ pieces



Logistics service provider

1600+ pieces

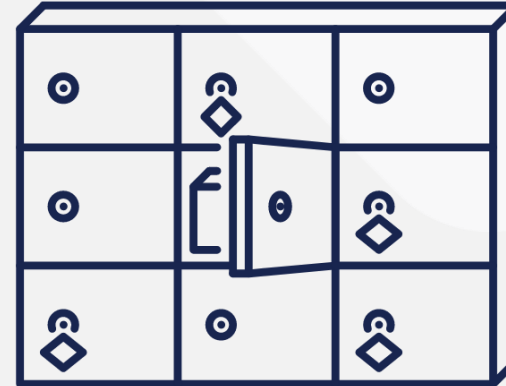
Parcel service providers

1. Foxpost 510+
2. Easybox 450+
3. GLS 270+

Our business partners

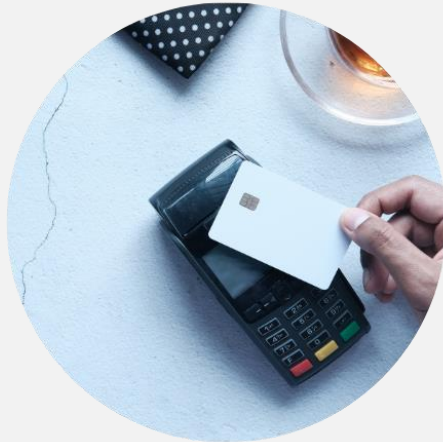
4. Alza 170+
5. Packeta 140+
6. MPL 51+
7. DHL 15+

620+ pieces



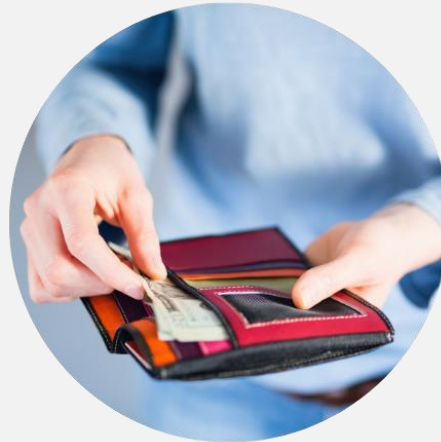
Dealers network

Methods of **payment**



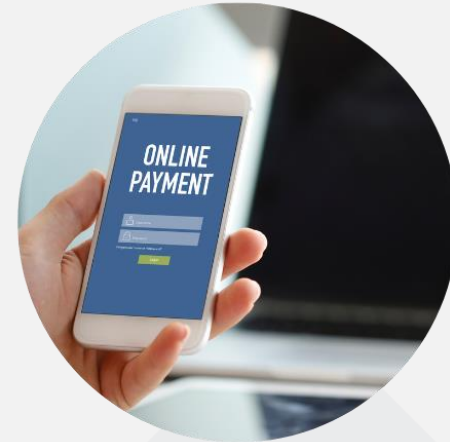
Payment by card on delivery

31,5%



Payment in cash on delivery

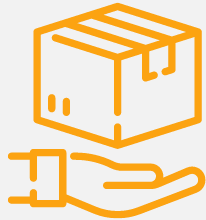
31,5%



Online payment

37%

Options for your goods delivery goods from Poland to Hungary



Direct delivery from Poland to Hungarian customer



Delivery to a local courier



B2C e-commerce delivery provider



Fullfilment

Importance of Return Logistics



Return directly to the
country of origin



Return to local hub
/ local partner
office

Thank you for your attention!

Local call center solution



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