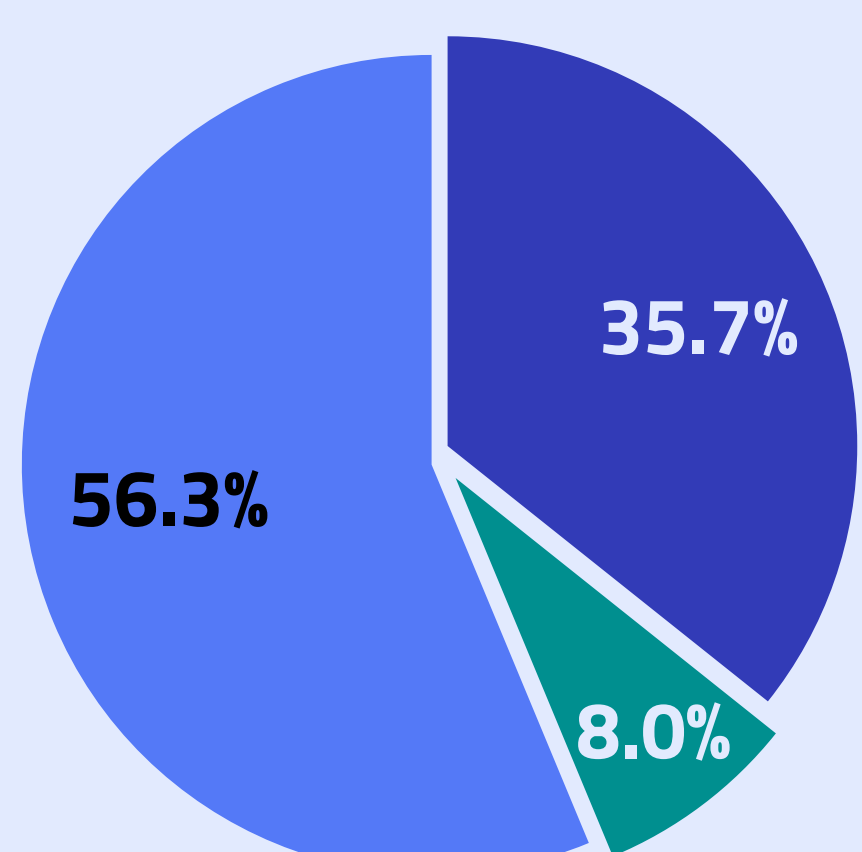




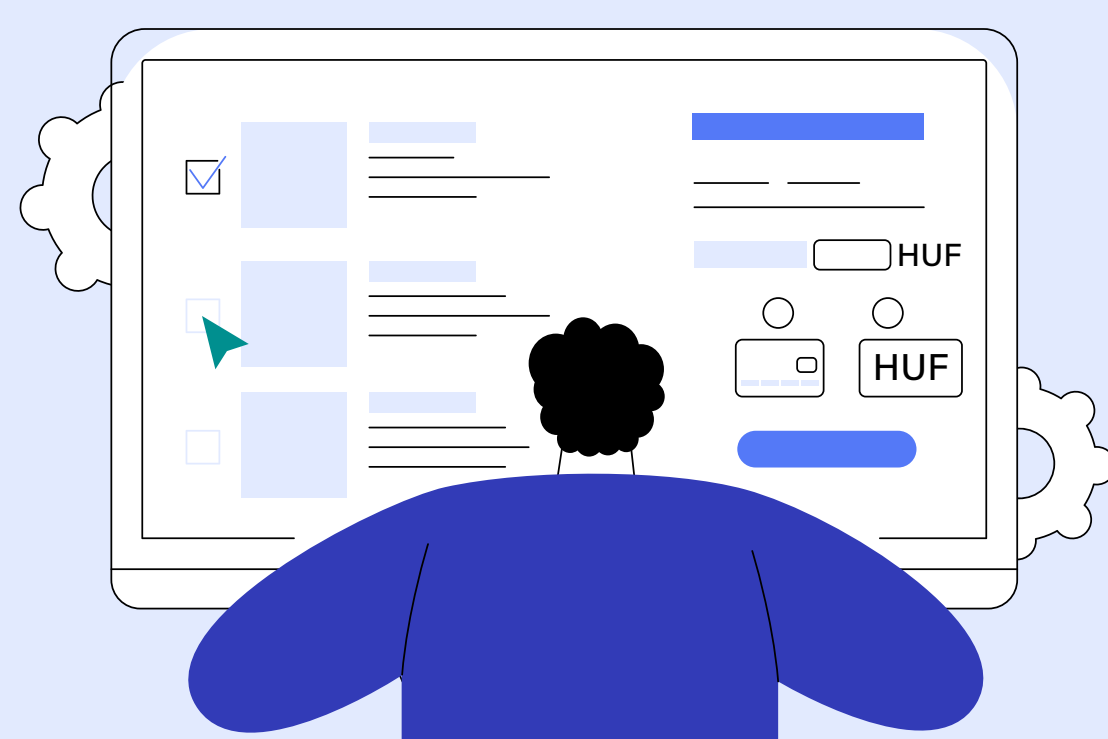
On-line purchases

56% of households in Hungary made on-line purchases in the 4th quarter of 2024, spending **an average of 85 thousand forints**.

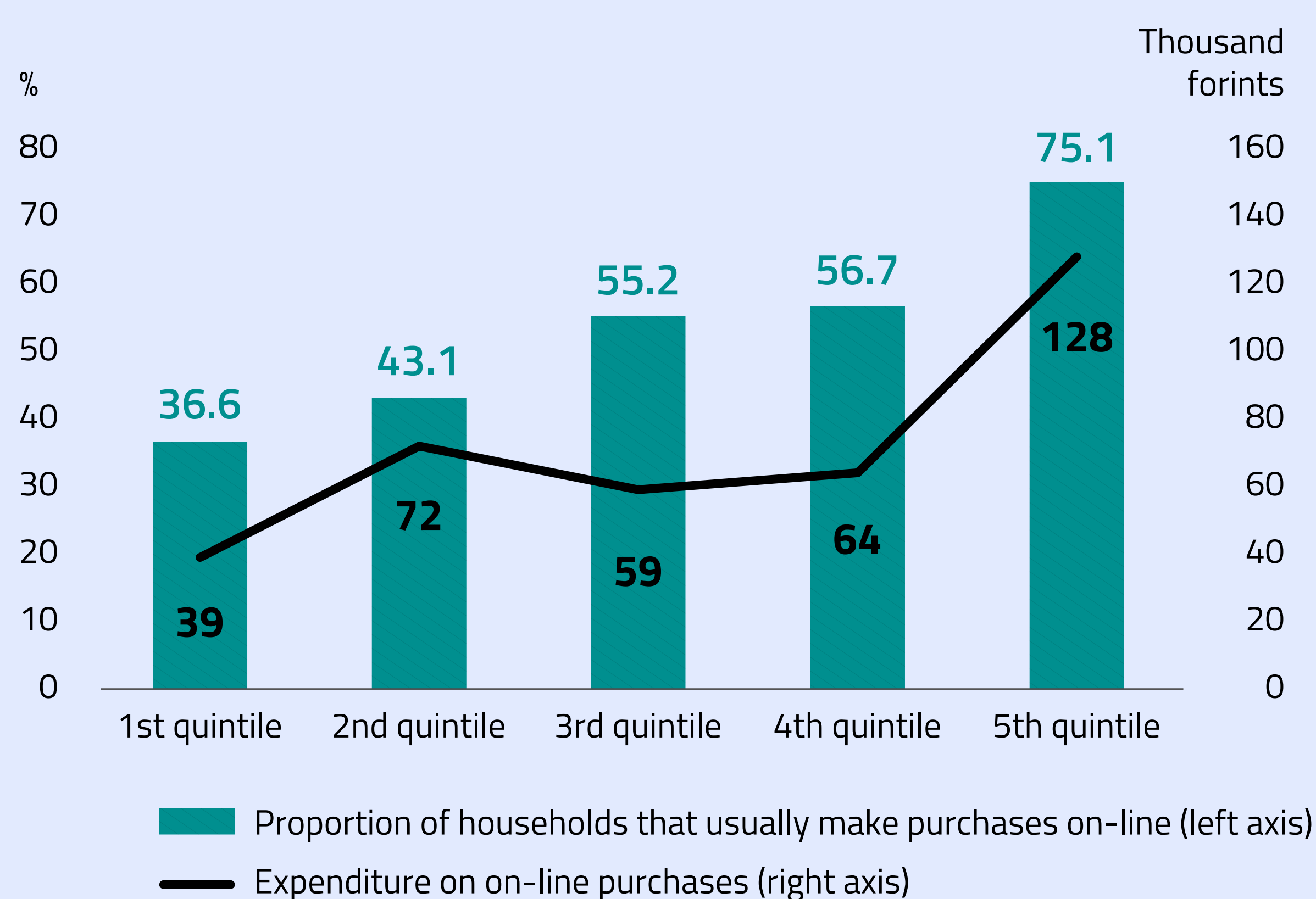
Distribution of on-line purchases by their frequency, 4th quarter 2024



■ Monthly ■ Weekly ■ Less than once a month

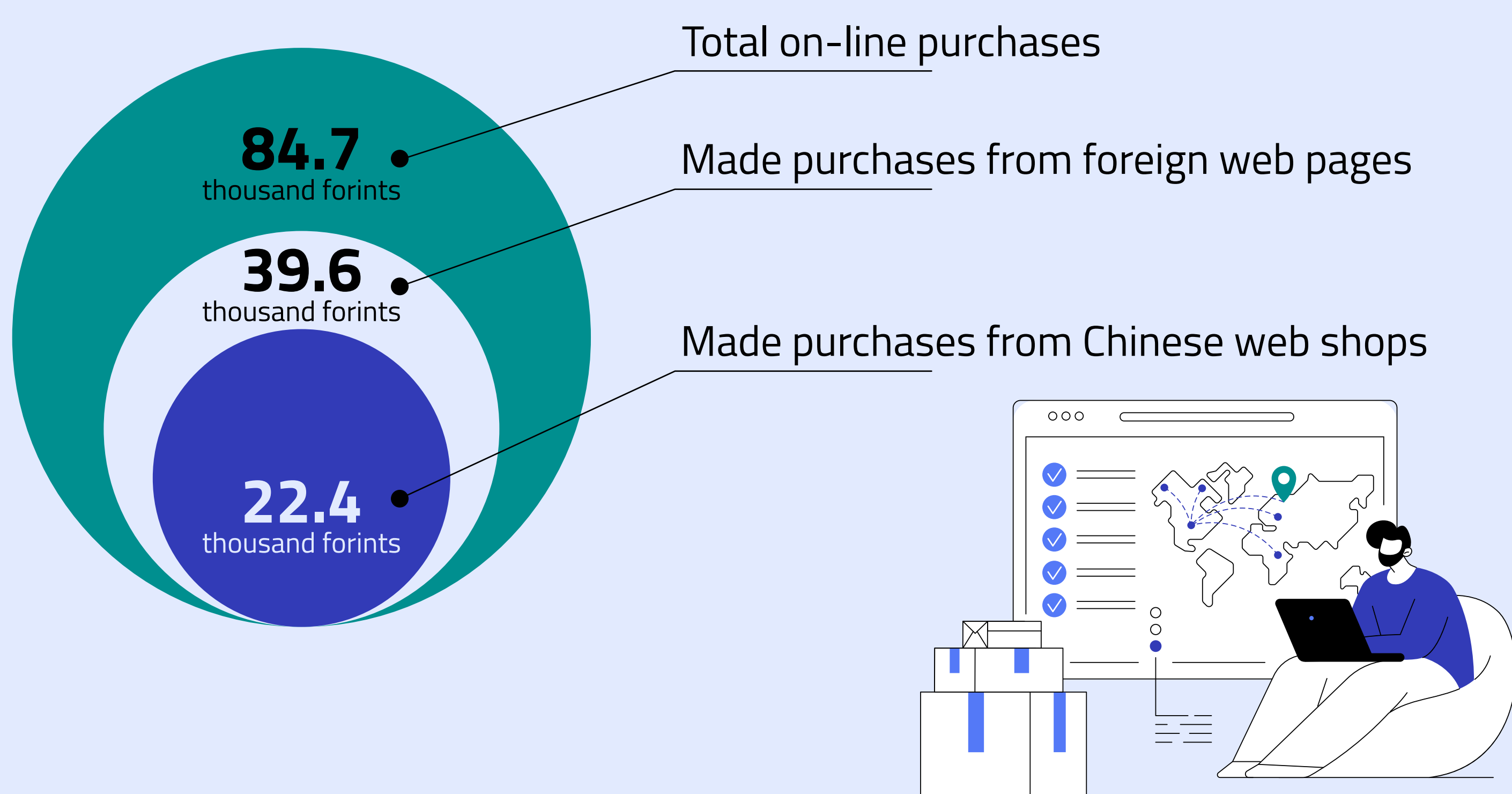


On-line purchase habits of households, 4th quarter 2024

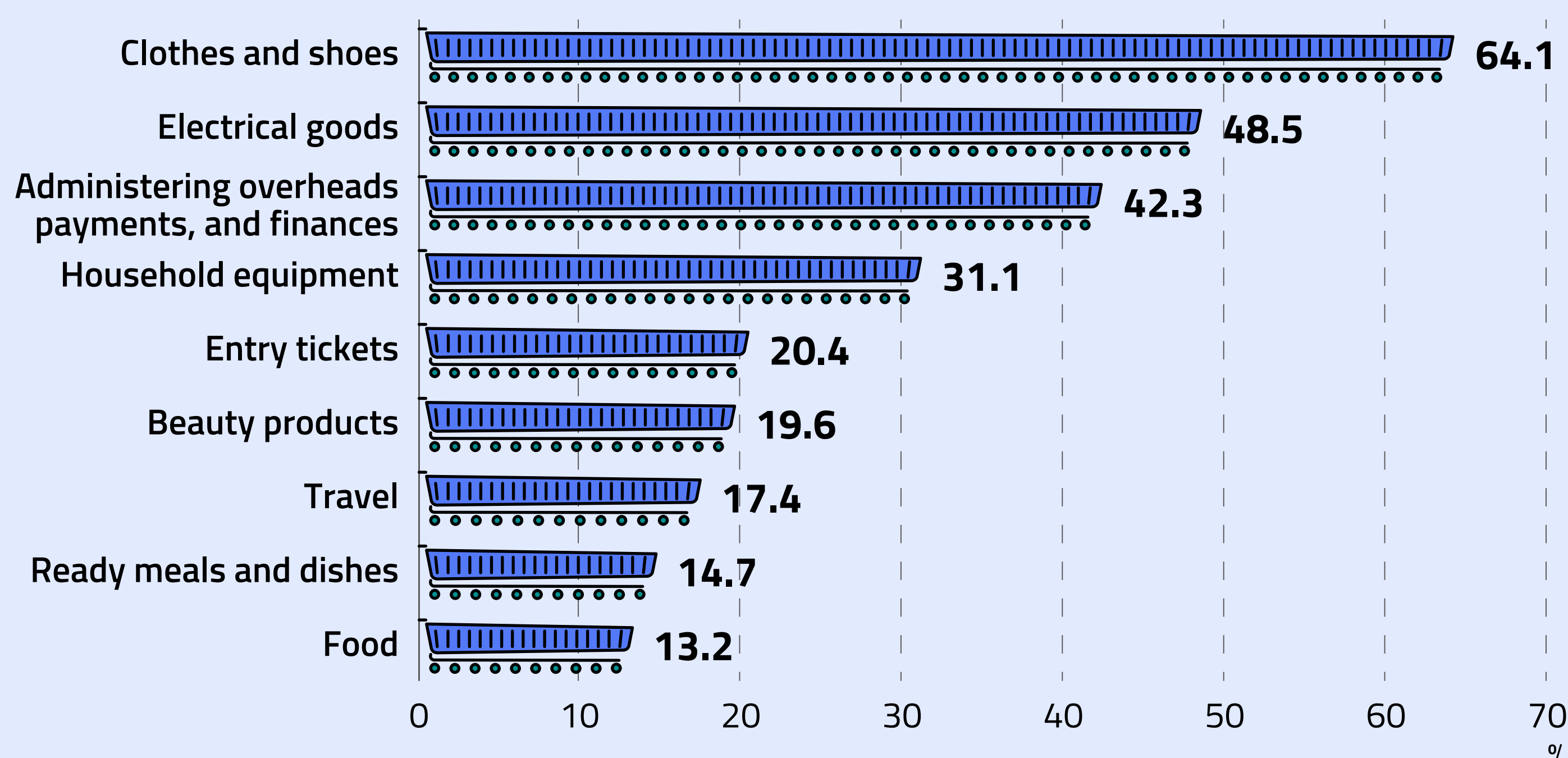


■ Proportion of households that usually make purchases on-line (left axis)
 — Expenditure on on-line purchases (right axis)

Average amount of purchases from web pages, per household, 4th quarter 2024



Proportion of products or services most often purchased on-line, among households, 4th quarter 2024



Source: HCSO, living conditions survey.