

History

Hungary





SPAR Hungary

DATA AND FACTS 2023:

Outlets:		Sales area in m²:		Turnover in €:		Employees:
SPAR:	605	SPAR:	304.503	Total:	2,78 bn.	Total: 17.741
INTERSPAR:	36	INTERSPAR:	142.630	Change t. p. year:	+ 18,7% *	
Total:	641	Total:	447.133	Change t. p. year :	+ 15,8% *²	



* = wkb: Currency-adjusted sales growth (in local currency)

*² = wkv: Sales growth with changes in exchange rates (currency conversion at annual average rate)



Data and Facts



ASPIAG
Austria-SPAR-International

Development

- 1990: Entry into the Hungarian market through the partial takeover of the General company in Tatabanya
- 1991: Opening of the first SPAR Supermarket
- 1994: Construction of a modern SPAR distribution centre in Bicske
- 1995: Opening of the first INTERSPAR Hypermarket in Győr
- Acquisition of further companies, mainly in the capital Budapest and the regions around Szeged and Pécs
- 2002: Acquisition of 14 Billa supermarkets
- 2003: Acquisition of 22 Kaiser's supermarkets
- 2004: Opening of a modern meat factory at the Bicske site with around 120 employees
- 2006: Foundation of the SPAR Academy for the training and further education of employees
- 2006: Opening of the first City SPAR store in Budapest
- 2008: Acquisition of 177 stores of the discount chain Plus
- 2008: Opening of a second logistics centre in Üllő with 47,000 m² floor space and 600 employees
- 2009: Launch of the SuperShop customer card in all SPAR and INTERSPAR markets
- 2009 / 2010: conversion of all 177 Plus stores to modern SPAR Supermarkets
- 2011: Conversion of Kaisers supermarkets to modern SPAR Supermarkets
- 2011: Opening of the first SPAR 2000 Supermarket in Szeged
- 2012: Hungary's first SPAR retailer, Mr Márton Wittner, opens two SPAR Supermarkets in Mór
- 2013: First SPAR retailer in Budapest, Mr Kunné Csörgö Tünde, opens a SPAR Supermarket
- 2013: Opening of the first SPAR express petrol station shop by SPAR retailer Mr József Tóth in Budapest XI
- 2013: Expansion SPAR meat factory
- 2015: Opening of the Training centre and department for meat cutting in the meat factory
- 2018: Opening of SPAR enjoy Convenience production facility
- 2019: Launch SPAR Online Shop
- 2020: Expansion of the REGNUM meat plant through the takeover of the Zimbo meat processing plant in Perbál.

Strong food retailer in Hungary

Acquisitions and a consistent expansion policy shaped the history of SPAR Hungary. SPAR Hungary has around 615 SPAR locations in the country and holds a **strong position in the Hungarian food trade.**

Management Hungary



Gabriella Heiszler
Executive Director



Zsolt Szalay
Member of the Executive Board



Eduard Vonier
Member of the Executive Board

Kontakt SPAR Hungary



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