

## **Away-From-Home Tissue and Hygiene in Hungary**

Market Direction | 2023-03-09 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Soaring inflation in 2022 impacted away-from-home tissue in Hungary in the form of rapid and robust price rises, pushing up current value growth which rose by double-digit figures - a huge leap from 2021's increase. Further, category products saw increased demand as there was a general, fuller return to business thanks to waning of COVID-19. Growth was largely supported by the continued recovery of the horeca channel, leading to an increase in demand for products within away-from-home tissue and...

Euromonitor International's Away-from-Home Tissue and Hygiene in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Away-from-Home Tissue and Hygiene market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Away-From-Home Tissue and Hygiene in Hungary  
Euromonitor International  
March 2023

List Of Contents And Tables

### **AWAY-FROM-HOME TISSUE AND HYGIENE IN HUNGARY**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Inflation and return to business support rapidly rising current value growth in 2022

Assist-Trend goes green, while companies shift towards higher-quality options

Tork from Essity leads trends in towels

#### **PROSPECTS AND OPPORTUNITIES**

Strong growth to be led by AFH adult incontinence

Recovery of horeca channel to support stronger demand

Rising demand for better-quality options expected, despite possible shift towards low-cost alternatives

#### **CATEGORY DATA**

Table 1 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 2 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 3 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022

Table 4 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 5 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 6 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 7 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

### **TISSUE AND HYGIENE IN HUNGARY**

#### **EXECUTIVE SUMMARY**

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### **MARKET INDICATORS**

Table 8 Birth Rates 2017-2022

Table 9 Infant Population 2017-2022

Table 10 Female Population by Age 2017-2022

Table 11 Total Population by Age 2017-2022

Table 12 Households 2017-2022

Table 13 Forecast Infant Population 2022-2027

Table 14 Forecast Female Population by Age 2022-2027

Table 15 Forecast Total Population by Age 2022-2027

Table 16 Forecast Households 2022-2027

#### **MARKET DATA**

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 19 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 20 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 21 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 22 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 23 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 25 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Away-From-Home Tissue and Hygiene in Hungary

Market Direction | 2023-03-09 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com