

## **Tissue and Hygiene in Hungary**

Market Direction | 2023-03-09 | 54 pages | Euromonitor

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### **Report description:**

Products across all categories in tissue and hygiene in Hungary were notably impacted by price hikes in 2022. This was a result of soaring inflation and substantially higher input costs for manufacturers. Current value sales thus saw rapid and robust growth. At the same time, volume sales generally saw an upward trend as consumers often purchased larger quantities of products out of fear for further price hikes. This was especially the case in retail tissue, with consumers storing extra supplies...

Euromonitor International's 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 Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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Always stays ahead, followed by o b and Libresse in 2022  
Consumers show continued preference for known brands over private label alternatives

##### PROSPECTS AND OPPORTUNITIES

Positive growth to be led by pantyliners, with discounters set to expand  
Tampons to lose out to greener alternatives  
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Lack of green alternatives persists, while players invest in raising awareness of incontinence products' benefits

Tena leads brands, introducing new female-focused product in 2022

### PROSPECTS AND OPPORTUNITIES

Strong growth predicted for retail adult incontinence in Hungary

Forecast period to see greater education on benefits of adult incontinence products, while sustainability trends will impact innovation

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## RX/REIMBURSEMENT ADULT INCONTINENCE IN HUNGARY

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Growth supported by rising age, interest and awareness

Heavy adult incontinence solutions available primarily as Rx/reimbursement items

Players innovate in line with current trends in sanitary protection

#### PROSPECTS AND OPPORTUNITIES

Demand assured by ageing population and 80% subsidy

Though consumer awareness is rising there remains much potential for greater education and growth

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Toilet care wipes and baby wipes benefit from continued robust demand

Libero leads, followed by Lidl and Pampers in 2022

#### PROSPECTS AND OPPORTUNITIES

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#### RETAIL TISSUE IN HUNGARY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Inflation supports rapid current value growth while some consumers stockpile

Zewa leads brands, followed by Regina

Eco-trends inform development

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

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## KEY DATA FINDINGS

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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

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