

Health and Beauty Specialists in Hungary

Market Direction | 2023-04-18 | 38 pages | Euromonitor

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Report description:

Health and beauty specialists maintained current value growth in 2022, with increases seen across all channels. Those that sell necessities (pharmacies, health and personal care stores) saw continued growth, while those selling less essential products (beauty specialists in particular) continued to recover the ground lost during the pandemic. However, the prolonged nature of the COVID-19 pandemic, with the associated lack of foot traffic (and thus sales), and the dramatic increases in operating c...

Euromonitor International's Health and Beauty Specialists in Hungary report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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

reliable information resources to help drive informed strategic planning.

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Euromonitor International

April 2023

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HEALTH AND BEAUTY SPECIALISTS IN HUNGARY

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2022 DEVELOPMENTS

Some independent outlets have to close, most chained operators remain

Online sales of non-prescription drugs are banned

Even as COVID-19 eases, it still generates demand for related products

PROSPECTS AND OPPORTUNITIES

Increased consumer budget allocated to healthcare to drive retail sales

E-commerce is an obvious growth option, but pharmacies remain in a special situation, limiting the online growth potential

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CHANNEL DATA

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MARKET DATA

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