

Deodorants in Hungary

Market Direction | 2023-05-02 | 22 pages | Euromonitor

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Report description:

In Hungary in 2022 deodorant sprays continued to be the most popular format, followed by roll-ons, sticks, and a marginal number of creams, pumps and wipes. Sprays experienced the highest unit price growth among deodorants. Despite these price hikes, volume sales remained positive, as deodorants are considered essential beauty products. In addition, the influx of Ukrainian refugees contributed to the growth in volume sales of deodorant sprays in Hungary.

Euromonitor International's Deodorants 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Local consumers remain loyal to favourite brands

Cream deodorants undergoes premiumisation thanks to packaging redesigns

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