

## **Fragrances in Hungary**

Market Direction | 2023-05-02 | 24 pages | Euromonitor

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### **Report description:**

Fragrances continued to rise in Hungary in 2022. The unit price of premium fragrances saw a significant increase, primarily due to these products being imported, and the devaluation of the Hungarian Forint exacerbating the impact of general inflation - which includes factors such as increased packaging, manufacturing, energy, delivery, and labour costs. Hungary's core inflation rate was exceptionally high in 2022.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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