

## **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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### **Table of Contents:**

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List Of Contents And Tables

FRAGRANCES IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fragrances sees series of price rises

Click-and-collect services expand in response to growing consumer interest

Consumers start to panic-buy for fear of future price hikes

PROSPECTS AND OPPORTUNITIES

Discovery boxes to gain ground as demand rises for unisex fragrances

Men's fragrances set to see further price increases

Persistent growth of e-commerce anticipated

CATEGORY DATA

Table 1 Sales of Fragrances by Category: Value 2017-2022

Table 2 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Fragrances: % Value 2018-2022

Table 4 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 5 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 7 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 8 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN HUNGARY

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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