

Skin Care in Hungary

Market Direction | 2023-05-02 | 29 pages | Euromonitor

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Report description:

A "serum boom" has been observed in skin care in Hungary, with both mass and premium segments experiencing significant growth in the sales of anti-ageing serums and ampoules in 2021 and 2022. This trend is driven by increasing consumer demand for specialised facial products that deliver rapid or immediate results. As a result, serum prices have risen alongside their popularity.

Euromonitor International's Skin Care 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin Care 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.

Table of Contents:

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List Of Contents And Tables

SKIN CARE IN HUNGARY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Serums surge in popularity in 2022

L'Oreal sets the tone for sustainability in skin care

Firming and anti-cellulite products see gradual price rises

PROSPECTS AND OPPORTUNITIES

Anticipated growth in clinical and science-based products

Green science will see greater focus, while chemical peeling becomes more mainstream

Sets/kits to remain popular as gifting options

CATEGORY DATA

Table 1 Sales of Skin Care by Category: Value 2017-2022

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

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

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

Table 5 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 6 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 7 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 8 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 9 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 10 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 11 □Forecast Sales of Skin Care 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 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

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