

Dishwashing in Hungary

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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Report description:

Automatic dishwashing tablets saw the strongest retail volume sales in 2023, as household penetration of dishwashers continued to rise in Hungary. Promotional activities and higher levels of product development based on delivering more effective products have supported sales growth. Over a fifth of all households now own a dishwasher in Hungary, following a steady rise in household penetration over the review period. They are usually owned by bigger households with small children, which generall...

Euromonitor International's Dishwashing in Hungary market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- * Get a detailed picture of the Dishwashing 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:

Dishwashing in Hungary
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List Of Contents And Tables

DISHWASHING IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dishwashing records solid volume growth as Hungarians appreciate convenience

Players launch energy-efficient products to appeal during a time of rising costs

Eco-friendly products not tested on animals drive growth in dishwashing

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing products drive retail value growth over the forecast period

Growth for dishwashing additives, driven by ongoing promotional support

Hand dishwashing faces long-term decline in Hungary

CATEGORY INDICATORS

Table 1 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 Sales of Dishwashing by Category: Value 2018-2023

Table 3 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 5 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 6 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 7 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

HOME CARE IN HUNGARY

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2018-2023

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2018-2023

Table 10 Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home Care: % Value 2019-2023

Table 12 LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 Distribution of Home Care by Format: % Value 2018-2023

Table 15 Distribution of Home Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

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