

Health and Beauty Specialists in Hungary

Market Direction | 2024-02-29 | 38 pages | Euromonitor

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Report description:

Health and beauty specialists is a channel which has been affected by cross-category trends in Hungary in 2023. Specifically, the impact of high inflation has led to a growing presence of private label options, thus, to meet the needs of price-sensitive consumers seeking cost-effective alternatives. This trend is particularly evident in the health and beauty sector, where growing private label offerings provide a budget-friendly option for consumers looking to save on personal care products. The...

Euromonitor International's Health and Beauty Specialists in Hungary report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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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reliable information resources to help drive informed strategic planning.

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