

Tissue and Hygiene in Hungary

Market Direction | 2024-03-07 | 52 pages | Euromonitor

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Report description:

In 2023, the tissue and hygiene landscape in Hungary was impacted by high levels of inflation and rising prices, resulting in double-digit retail value growth. However, retail volume levels were challenged, with consumers adapting their purchasing habits in line with lower disposable incomes. With many consumers unable to purchase their favoured brands, trading down was noted, with a migration seen from internationally known players to private label goods. Additionally, many consumers focused on...

Euromonitor International's Tissue and Hygiene 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene 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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Focus on education and removing the stigma to drive growth in Rx/reimbursement

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AWAY-FROM-HOME TISSUE AND HYGIENE IN HUNGARY

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Low level retail volume growth as price points rise in AFH tissue and hygiene
Sustainability gains ground in AFH tissue, as companies look for eco-friendly options
Tork from Essity retains its strong position, offering premium quality

PROSPECTS AND OPPORTUNITIES

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