

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.

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.

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Table of Contents:

Tissue and Hygiene in Hungary

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List Of Contents And Tables

TISSUE AND HYGIENE IN HUNGARY

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023

Table 2 Infant Population 2018-2023

Table 3 Female Population by Age 2018-2023

Table 4 Total Population by Age 2018-2023

Table 5 Households 2018-2023

Table 6 Forecast Infant Population 2023-2028

Table 7 Forecast Female Population by Age 2023-2028

Table 8 Forecast Total Population by Age 2023-2028

Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience and comfort drive retail volume growth in menstrual care products

International players retain a strong lead with a focus on innovation

Convenience shopping drives sales in neighbourhood retailers

PROSPECTS AND OPPORTUNITIES

Tampons and standard towels lose ground, as consumers prefer slim/thin/ultra-thin towels

Private label focuses on innovation to increase its competitive edge

Rising focus on natural components to drive growth on the landscape

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CATEGORY DATA

- Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023
- Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023
- Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023
- Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023
- Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023
- Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028
- Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rising inflation and the declining birth rate challenges retail volume sales
- Sustainability gains ground however, price points challenge growth
- International players retain the top spots, as Pampers focuses on consumer education

PROSPECTS AND OPPORTUNITIES

- Disposable pants drive retail volume growth as other areas struggle
- Price wars to intensify across the early forecast period
- Investments in innovation focus on comfort and eco-friendly attributes

CATEGORY DATA

- Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023
- Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023
- Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023
- Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023
- Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028
- Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

RETAIL ADULT INCONTINENCE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rising awareness, education and availability support retail volume growth
- Consumers migrate from retail goods to Rx/reimbursement products
- Tena leads brands, introducing new female-focused products

PROSPECTS AND OPPORTUNITIES

- Rx/reimbursement goods and competition from menstrual care challenge sales
- The ageing population creates ongoing opportunities for adult incontinence goods
- Supermarkets and hypermarkets drive growth as consumers appreciate convenience

CATEGORY DATA

- Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023
- Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023
- Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023
- Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023
- Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028
- Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

RX/REIMBURSEMENT ADULT INCONTINENCE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rx/reimbursement adult incontinence records significant value growth in 2023
- Tena withdraws its premium products as inflation dampens profits

Focus on education and removing the stigma to drive growth in Rx/reimbursement

PROSPECTS AND OPPORTUNITIES

Ageing and rising product awareness drives sales of goods on the landscape

A wide range of products with an ongoing focus on innovation

Ongoing education about the reimbursement systems drives growth

CATEGORY DATA

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

WIPES IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

General purpose wipes benefit from having a versatile appeal

Baby wipes is considered an essential item in Hungary, driving sales

Consumers focus on essential items, reducing sales of window/glass and furniture wipes

PROSPECTS AND OPPORTUNITIES

Focus on hygiene, innovation and versatility to drive sales across the forecast period

Impregnated wipes set to recover as innovation drives ongoing growth

E-commerce to expand as consumers shift towards larger pack sizes

CATEGORY DATA

Table 42 Retail Sales of Wipes by Category: Value 2018-2023

Table 43 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 44 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 45 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 46 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales struggle against rising price points in retail tissue

Zewa retains its lead, offering premium innovations on the landscape

Sustainability drives product developments in retail tissues

PROSPECTS AND OPPORTUNITIES

Retail volume recovers, however, napkins and tablecloths face challenges

Innovation focuses on absorption, scents and quality to drive retail value growth

A focus on sustainability will shape product developments on the retail tissue landscape

CATEGORY DATA

Table 48 Retail Sales of Tissue by Category: Value 2018-2023

Table 49 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 51 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 52 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Rising demand for better-quality options, despite ongoing shift towards low-cost goods

AFH tissue sales will be driven by eco-friendly options and product innovations

Ongoing ageing leads to strong growth in AFH adult incontinence goods

CATEGORY DATA

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

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