

Wipes in Hungary

Market Direction | 2024-03-07 | 22 pages | Euromonitor

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Report description:

In 2023, wipes recorded high levels of double-digit retail value growth in Hungary, driven by rising price points. As such, while the overall retail value was positive, retail volume levels were challenged. Personal wipes, moist toilet wipes, baby wipes and general purpose wipes were the only areas to record retail volume rises. The success of general purpose wipes was due to their versatility and wide usage. In addition, sales were supported by promotional activities, including e-commerce and s...

Euromonitor International's Wipes 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: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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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Euromonitor International
March 2024

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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

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