

Menstrual Care in Hungary

Market Direction | 2024-03-07 | 21 pages | Euromonitor

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Report description:

In 2023, retail value sales of menstrual care products saw significant growth in Hungary, driven by rising inflation and ongoing price hikes. In response to these price changes, women looked for deals and discounts on the landscape, checking the per-piece price of available products and choosing larger-sized ones that offered greater value for money. In addition to double-digit retail value growth, 2023 saw retail volume growth in certain areas, driven by pantyliners, tampons and slim/thin/ultra-...

Euromonitor International's Menstrual Care 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: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual Care 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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