

Bath and Shower in Hungary

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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Report description:

High inflation and declining purchasing power significantly influenced consumer purchasing decisions when it came to bath and shower products in 2023. The discounted pricing strategies of retailers such as Lidl and Aldi proved successful with these retailers helping to moderate the overall impact of unit price growth on the market. Retailers such as these tried to contain price increases to provide consumers with some relief amid escalating costs on essential items. Meanwhile, manufacturers and...

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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