

## **Consumer Health in Hungary**

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### **Report description:**

Consumer health in Hungary registered modest growth in current value terms over 2024, mainly driven by ongoing price increases and high levels of inflation, especially during the first half of the year. Inflationary pressures have eased as the year has progressed providing some recovery to volume sales. However, consumers largely remain cautious when shopping for consumer health, especially if the product is deemed less essential. Vitamins and dietary supplements is a case in point where demand...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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##### PROSPECTS AND OPPORTUNITIES

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