

Wound Care in Hungary

Market Direction | 2024-09-23 | 22 pages | Euromonitor

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Report description:

Wound care in Hungary saw a slowdown in value sales growth over 2024, whilst retail volumes continued to contract. Current value sales were driven by rising prices and investments in higher quality products. Consumers are keen to invest in a reputable first aid kit where product quality is considered important. The rise in car purchases also supported sales of new first aid kits. However, with the high cost of living straining household budgets, people are still only inclined to buy wound care i...

Euromonitor International's Wound 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

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

Why buy this report?

- * Get a detailed picture of the Wound 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.

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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WOUND CARE IN HUNGARY

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Sticking plasters/adhesive bandages are common purchase

Beiersdorf, Maresi Foodbroker and Hartmann-Rico remain the overall leaders

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