

Air Care in Hungary

Market Direction | 2025-02-05 | 16 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

The air care market in Hungary experienced a mixed performance in 2024. While the tough economic climate forced many consumers to prioritise essential products, certain formats, such as candle air fresheners and liquid air fresheners, continued to see positive retail volume growth. Many consumers value these air care options for their long-lasting, relaxing effects, value for money and convenience. Additionally, environmentally-friendly solutions, including recyclable packaging, emerged as a sig...

Euromonitor International's Air Care in Hungary market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Air Care in Hungary
Euromonitor International
February 2025

List Of Contents And Tables

AIR CARE IN HUNGARY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care products see mixed performance

Electric air fresheners gain traction, albeit from low base

Import-Trade Hungary enters the competitive landscape

PROSPECTS AND OPPORTUNITIES

Air care will face growing competition from essential oils

Strong growth for electric air fresheners

Sprays/aerosols face declining sales amid growing competition

CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2019-2024

Table 2 Sales of Air Care by Category: % Value Growth 2019-2024

Table 3 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 4 NBO Company Shares of Air Care: % Value 2020-2024

Table 5 LBN Brand Shares of Air Care: % Value 2021-2024

Table 6 Forecast Sales of Air Care by Category: Value 2024-2029

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME CARE IN HUNGARY

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2019-2024

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2019-2024

Table 10 Sales of Home Care by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Home Care: % Value 2020-2024

Table 12 LBN Brand Shares of Home Care: % Value 2021-2024

Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 14 Distribution of Home Care by Format: % Value 2019-2024

Table 15 Distribution of Home Care by Format and Category: % Value 2024

Table 16 Forecast Sales of Home Care by Category: Value 2024-2029

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Air Care in Hungary

Market Direction | 2025-02-05 | 16 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com