

Laundry Care in Hungary

Market Direction | 2025-02-05 | 23 pages | Euromonitor

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Report description:

In Hungary's laundry care market, rising inflation continued to exert pressure on prices in 2024, reducing consumers' purchasing power. While the inflationary impact was less severe compared to 2022, consumers still relied heavily on cheaper products or those available on promotion. Many simply could not afford to use premium laundry care products for everyday use. This resulted in a significant volume decline for fine fabric detergents, specifically those designed for delicate fabrics.

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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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