

## **Surface Care in Hungary**

Market Direction | 2025-02-05 | 20 pages | Euromonitor

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### **Report description:**

In 2024, the surface care market in Hungary continued to see positive growth in current value sales, driven by rising prices and a slight increase in consumer interest in specialised cleaning products, such as kitchen and bathroom cleaners. Window/glass cleaners also recorded an increase in retail volume, thanks to wider product availability and the trend towards frequent window cleaning. However, there was also an increased preference for multi-purpose cleaners, which gained importance among co...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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.

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reliable information resources to help drive informed strategic planning.

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