

Beauty and Personal Care Packaging in Hungary

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Abstracts

The economic crisis in Hungary prompted consumers to shift towards large-sized economy products in certain categories of beauty and personal care, such as shampoos, body wash/shower gel, liquid soap and bath additives among others. However, towards the end of the review period, the economy started to recover which prompted another shift in demand away from large-sized economy products to standard products. The reason for this renewed shift has been the increasing importance of convenience in...

Euromonitor International's Beauty and Personal Care Packaging in Hungary report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby Care, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Men's Grooming, Oral Care, Skin Care, Sun Care.

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

WHY BUY THIS REPORT?

Get a detailed picture of the Beauty and Personal Care Packaging 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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