

Home Care in Hungary

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Abstracts

Home care in Hungary recorded a retail volume decline in 2023, negatively impacted by rising inflation and living costs, reducing consumer spending power. With lower disposable incomes, consumer purchasing habits changed, with many focusing on essential, necessary spending. Consumers actively looked for the best deals and discounts, buying larger quantities for cheaper prices or migrating to lower-cost brands or private labels. This led to a retail volume decline for all categories bar home inse...

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

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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.

Contents

Home Care in Hungary
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LIST OF CONTENTS AND TABLES

HOME CARE IN HUNGARY
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced spending power challenges sales for premium laundry care
Innovations align with the rising sustainability trend to drive retail value growth

Players focus on fabric softeners, however, volume sales suffer due to rising price points

PROSPECTS AND OPPORTUNITIES

Strong promotional activities to drive sales of liquid fabric softeners

Laundry aids benefit from rising innovation, while spot and stain removers struggle

The low-temperature washing trend is set to grow

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dishwashing records solid volume growth as Hungarians appreciate convenience

Players launch energy-efficient products to appeal during a time of rising costs

Eco-friendly products not tested on animals drive growth in dishwashing

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing products drive retail value growth over the forecast period

Growth for dishwashing additives, driven by ongoing promotional support

Hand dishwashing faces long-term decline in Hungary

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines due to price pressure and slower interest in disinfectants

High prices and a dip following COVID-19 leads to a deep decline in wet wipes

Major players deliver a wide range of popular and innovative products

PROSPECTS AND OPPORTUNITIES

Multipurpose cleaners benefit from ongoing innovation, offering convenience

Home care disinfectant declines as consumers look for gentler options

Window/glass cleaners drive growth through natural compositions

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach loses appeal post-pandemic as consumers choose gentler cleaning products
Despite rising price sensitivity, consumers prefer branded products
E-commerce sales rise, while supermarkets and hypermarkets reduce availability

PROSPECTS AND OPPORTUNITIES

Further decline due to lower availability and rising competition
The rising sustainability trend drives consumers away from bleach
E-commerce bleach sales have strong growth potential

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023
Table 45 Sales of Bleach: % Value Growth 2018-2023
Table 46 NBO Company Shares of Bleach: % Value 2019-2023
Table 47 LBN Brand Shares of Bleach: % Value 2020-2023
Table 48 Forecast Sales of Bleach: Value 2023-2028
Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of toilet liquids/foam remains positive as toilet care tablets/powders lose appeal
The competitive landscape intensifies in toilet care
Supermarkets gain ground, offering a wide range of price options

PROSPECTS AND OPPORTUNITIES

An increase in natural compositions drives sales in toilet liquids/foam
Rim liquids to suffer as rim blocks remain firm favourite
The popularity of variety stores increase as cheaper prices boost sales

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023
Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023
Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023
Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023
Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028
Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining retail volume sales as high prices and lack of promotions hinder growth

Floor and metal polishes decline as consumers turn to alternative products

SC Johnson retains its lead, however, share is lost to more affordable options

PROSPECTS AND OPPORTUNITIES

Lack of innovation and rising competition impact sales

Metal polish declines as shoe polish drives sales over the forecast period

Products that use natural ingredients with recyclable packaging increase

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Candle air fresheners drive retail volume sales through affordable options

Gel air fresheners record a significant volume decline as consumers favour other formats

Multinationals lead with wide product portfolios and heavy investment

PROSPECTS AND OPPORTUNITIES

Positive growth driven by innovative scents and sustainable options

Candle air fresheners benefit from an ongoing migration from other products

Innovation and convenience drives sales of electric air fresheners

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers switch to affordable options during a time of rising price points

Electric home insecticides record low-level value and volume growth

SC Johnson Kft maintains its lead with the popular Raid brand

PROSPECTS AND OPPORTUNITIES

Growth driven by the improved economic situation and ongoing innovation

Other home insecticides drive growth, as electric insecticides struggle

Retail e-commerce set to grow as consumers appreciate convenience

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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