

Tissue and Hygiene in Hungary

<https://marketpublishers.com/r/T4461942FBCEN.html>

Date: March 2024

Pages: 52

Price: US\$ 2,650.00 (Single User License)

ID: T4461942FBCEN

Abstracts

In 2023, the tissue and hygiene landscape in Hungary was impacted by high levels of inflation and rising prices, resulting in double-digit retail value growth. However, retail volume levels were challenged, with consumers adapting their purchasing habits in line with lower disposable incomes. With many consumers unable to purchase their favoured brands, trading down was noted, with a migration seen from internationally known players to private label goods. Additionally, many consumers focused on...

Euromonitor International's Tissue and Hygiene in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

Get a detailed picture of the Tissue and Hygiene 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

Tissue and Hygiene in Hungary
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

TISSUE AND HYGIENE IN HUNGARY EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023
Table 2 Infant Population 2018-2023
Table 3 Female Population by Age 2018-2023
Table 4 Total Population by Age 2018-2023
Table 5 Households 2018-2023
Table 6 Forecast Infant Population 2023-2028
Table 7 Forecast Female Population by Age 2023-2028
Table 8 Forecast Total Population by Age 2023-2028
Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 11 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 12 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 13 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 14 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 15 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 16 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 17 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 18 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth

2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience and comfort drive retail volume growth in menstrual care products

International players retain a strong lead with a focus on innovation

Convenience shopping drives sales in neighbourhood retailers

PROSPECTS AND OPPORTUNITIES

Tampons and standard towels lose ground, as consumers prefer slim/thin/ultra-thin towels

Private label focuses on innovation to increase its competitive edge

Rising focus on natural components to drive growth on the landscape

CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 22 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 23 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 24 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 25 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising inflation and the declining birth rate challenges retail volume sales

Sustainability gains ground however, price points challenge growth

International players retain the top spots, as Pampers focuses on consumer education

PROSPECTS AND OPPORTUNITIES

Disposable pants drive retail volume growth as other areas struggle

Price wars to intensify across the early forecast period

Investments in innovation focus on comfort and eco-friendly attributes

CATEGORY DATA

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 27 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 29 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 31 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

RETAIL ADULT INCONTINENCE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising awareness, education and availability support retail volume growth

Consumers migrate from retail goods to Rx/reimbursement products

Tena leads brands, introducing new female-focused products

PROSPECTS AND OPPORTUNITIES

Rx/reimbursement goods and competition from menstrual care challenge sales

The ageing population creates ongoing opportunities for adult incontinence goods

Supermarkets and hypermarkets drive growth as consumers appreciate convenience

CATEGORY DATA

Table 32 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 33 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 34 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 35 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 36 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 37 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

RX/REIMBURSEMENT ADULT INCONTINENCE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx/reimbursement adult incontinence records significant value growth in 2023

Tena withdraws its premium products as inflation dampens profits

Focus on education and removing the stigma to drive growth in Rx/reimbursement

PROSPECTS AND OPPORTUNITIES

Ageing and rising product awareness drives sales of goods on the landscape

A wide range of products with an ongoing focus on innovation
Ongoing education about the reimbursement systems drives growth

CATEGORY DATA

Table 38 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 39 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 40 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 41 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

WIPES IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

General purpose wipes benefit from having a versatile appeal
Baby wipes is considered an essential item in Hungary, driving sales
Consumers focus on essential items, reducing sales of window/glass and furniture wipes

PROSPECTS AND OPPORTUNITIES

Focus on hygiene, innovation and versatility to drive sales across the forecast period
Impregnated wipes set to recover as innovation drives ongoing growth
E-commerce to expand as consumers shift towards larger pack sizes

CATEGORY DATA

Table 42 Retail Sales of Wipes by Category: Value 2018-2023

Table 43 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 44 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 45 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 46 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 47 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales struggle against rising price points in retail tissue
Zewa retains its lead, offering premium innovations on the landscape
Sustainability drives product developments in retail tissues

PROSPECTS AND OPPORTUNITIES

Retail volume recovers, however, napkins and tablecloths face challenges
Innovation focuses on absorption, scents and quality to drive retail value growth
A focus on sustainability will shape product developments on the retail tissue landscape

CATEGORY DATA

Table 48 Retail Sales of Tissue by Category: Value 2018-2023

Table 49 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 51 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 52 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 53 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low level retail volume growth as price points rise in AFH tissue and hygiene
Sustainability gains ground in AFH tissue, as companies look for eco-friendly options
Tork from Essity retains its strong position, offering premium quality

PROSPECTS AND OPPORTUNITIES

Rising demand for better-quality options, despite ongoing shift towards low-cost goods
AFH tissue sales will be driven by eco-friendly options and product innovations
Ongoing ageing leads to strong growth in AFH adult incontinence goods

CATEGORY DATA

Table 54 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 55 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 56 Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023

Table 57 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 58 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 59 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 60 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

I would like to order

Product name: Tissue and Hygiene in Hungary

Product link: <https://marketpublishers.com/r/T4461942FBCEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T4461942FBCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970