

Perfume Market in Hungary 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. A study by StrategyHelix indicates that the perfume market in Hungary is set to grow at a healthy compound annual growth rate (CAGR) of 7.6% in the next five years. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The Hungary perfume market is segmented on the basis of price range, consumer group, and distribution channel. Based on price range, the perfume market in Hungary is categorized into prestige product, mass product. In Hungary, the mass product segment made up the largest share of the perfume market. On the basis of consumer group, the perfume market in Hungary has been segmented into men, women, unisex. The women segment captured the largest share of the market in 2020. By distribution channel, the perfume market in Hungary has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Hungary perfume market were Coty Inc., Natura & Co, The Procter & Gamble Company (P&G), L'Oreal S.A., PUIG SL, Oriflame Cosmetics S.A.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Hungary perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Natura & Co
The Procter & Gamble Company (P&G)
L'Oreal S.A.
PUIG SL
Oriflame Cosmetics S.A.
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