



**Euromonitor
International**

Laundry Care in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Laundry care market sees sluggish performance amid persistent inflationary pressures
- Strong growth for concentrated liquid and liquid tablet detergents
- Rising demand for eco-friendly laundry care products

PROSPECTS AND OPPORTUNITIES

- Convenience, efficiency and eco-friendliness will be key drivers of innovation
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DISCLAIMER

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