



Euromonitor
International

Menstrual Care in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and comfort drive retail volume and current value growth in menstrual care in 2024
Competitive landscape remains considered, with Procter & Gamble retaining top position
Health and beauty specialists continues to lead sales, but e-commerce enjoys the most dynamism

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Category performance will be limited, with low levels of innovation
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Focus on natural components will drive growth in the years ahead

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DISCLAIMER

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