



Euromonitor  
International

# Colour Cosmetics in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lip products drive demand as consumers invest in small indulgences  
L'Oréal retains its lead, while Primor Kozmetikai gains share with its brand Essence  
Health and personal care stores showcase strong growth, offering the ability to test products

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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