



Euromonitor  
International

# Men's Grooming in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation drives growth, while male skin care routines expand  
Procter & Gamble retains its lead while Primor Kozmetikai improves its share through its fragrances  
Men’s grooming experiences a growing focus on products to prevent hair loss

PROSPECTS AND OPPORTUNITIES

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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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