



# Skin Care in Hungary

May 2025

Table of Contents

## Skin Care in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Premium anti-ageing products support a strong uplift in retail value sales  
L'Oréal Magyarország Kft retains its lead, although share is lost as Beiersdorf improves its position  
Health and beauty specialists dedicate more space to facial care products

#### PROSPECTS AND OPPORTUNITIES

The ongoing demand for anti-ageing is set to bolster growth across the forecast period  
Sustainable packaging solutions set to come to the fore due to new EU directive  
Customisation and multifunctional routines are expected to support volume growth

#### CATEGORY DATA

- Table 1 - Sales of Skin Care by Category: Value 2019-2024
- Table 2 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 6 - LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 7 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 10 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

## Beauty and Personal Care in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care ?

#### MARKET DATA

- Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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