



Euromonitor  
International

# Hair Care in Hungary

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass market players focus on a professional image to offer convenient at-home solutions  
Henkel Magyarország retains its lead, while Procter & Gamble improves its share, offering mass market shampoo  
Health and beauty specialists lead sales supported by the strong performance of private label lines

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by complementary and professional hair care products  
Personalised hair care routines will drive sales over the forecast period  
There is set to be a surge in hair care serums and treatments, inspired by facial care

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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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