



**Euromonitor
International**

Beauty and Personal Care in Hungary

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Table of Contents

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 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

A growing demand for ultra-sensitive and allergy-friendly formulas
Premiumisation continues during 2024, despite consumers budget constraints
Private label offerings and health and beauty specialists strengthening their market positions

PROSPECTS AND OPPORTUNITIES

There is set to be further expansion of sensitive and clean formulations
Launches are expected to focus on premium and science-backed goods
Environmental concerns are set to inform new product development and innovation

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

A growing demand for skin-friendly and ingredient-conscious products
Wellness, self-care, and sleep-enhancing bathing experiences trend in 2024
Large formats and multi-purpose solutions gain traction

PROSPECTS AND OPPORTUNITIES

Dermo cosmetics and allergy-friendly bath products are set to expand
Duopacks and multipurpose products are expected to lead the mass market
Wellness and experience driven products are set to shape product development

CATEGORY DATA

- Table 22 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Hungary

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

Marketing claims are set to focus on filter effects and performance-boosting properties
A cross-tier strategy can bridge the gap between mass and premium beauty
Innovation in set to focus on multi-use products with sustainable formats

CATEGORY DATA

- Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

The growing popularity of stick deodorants as consumers appreciate sustainable alternatives
The expansion of private label goods and refillable formats
dm-Drogerie Markt supports the leading position of health and personal care stores

PROSPECTS AND OPPORTUNITIES

Strong brand loyalty and growing interest in deodorant sticks will drive price competition
Refillable and sustainable packaging is set to become more mainstream
Product innovation focuses on longer-lasting, multifunctional deodorants

CATEGORY DATA

- Table 42 - Sales of Deodorants by Category: Value 2019-2024
- Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

A market correction following strong sales leads to a decline in value growth
Value packs and private labels gain ground as Reckitt Benckiser retains the lead
Male grooming is expanding, supporting sales for body and intimate shaving

PROSPECTS AND OPPORTUNITIES

Brand loyalty is set to remain strong, however, price sensitivity will shape purchases
Electric and salon-based hair removal will challenge growth for depilatories
Innovation is set to focus on sustainability, aligning with consumer demands

CATEGORY DATA

- Table 51 - Sales of Depilatories by Category: Value 2019-2024
- Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polarising trends as both dupes and premium fragrances drive sales
Body mist brands benefit from rising interest from Generation Z
Health and beauty specialists lead distribution while retail e-commerce improves its share

PROSPECTS AND OPPORTUNITIES

Digital influencers will drive discovery and sales over the forecast period
Niche and exotic scents are expected to gain popularity across the forecast period

Sustainable packaging solutions are set to become more commonplace

CATEGORY DATA

- Table 58 - Sales of Fragrances by Category: Value 2019-2024
- Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Hungary

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

CATEGORY DATA

- Table 66 - Sales of Hair Care by Category: Value 2019-2024
- Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Hungary

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

- Premiumisation and men's skincare is set to support ongoing growth
- Men's grooming is expected to become more diverse and sophisticated
- Innovative is set to focus on sustainability and multifunctionality to attract consumers

CATEGORY DATA

- Table 79 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

- The expansion of oral care routines support ongoing sales in 2024
- The teeth whitening market slows as profession whitening treatments rise
- GlaxoSmithKline Kft retains the lead, while seeing the strongest improvement in share

PROSPECTS AND OPPORTUNITIES

- Growth is expected to be supported by premiumisation and ongoing sales of electric toothbrushes
- Incorporating more oral care products into routines is set to boost growth
- Sustainable and herbal innovations are set to shape product innovations across the forecast period

CATEGORY DATA

- Table 88 - Sales of Oral Care by Category: Value 2019-2024
- Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 90 - Sales of Toothbrushes by Category: Value 2019-2024
- Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024
- Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
- Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024
- Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Hungary

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 101 - Sales of Skin Care by Category: Value 2019-2024

Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation, added-ingredients and self-tanning bolsters growth in 2024

Beiersdorf retains its lead while Cremax records an uplift in share with brand Uriage

Health and personal care stores lead distribution while e-commerce declines

PROSPECTS AND OPPORTUNITIES

Year-round use of sun protection will support ongoing growth across the forecast period

The expansion of baby and child specific sun care is set to bolster sales

There is set to be a focus on sustainable and dermatologically-backed sun care

CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2019-2024

Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

The ageing population fuels demand for advanced anti-ageing and sun care

The desire for prestige and luxurious ownership drives growth for competitors

Premium retail shifts to include affordable goods, attracting higher footfall

PROSPECTS AND OPPORTUNITIES

Growing purchasing power and interest from Gen Z is set to drive growth

The expansion of dermo-cosmetic products will support the premium market

Personalisation will increasingly influence premium beauty and personal care

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024

Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Hungary

KEY DATA FINDINGS

2024 DEVELOPMENTS

The facial care boom supports growth in skin and sun care during 2024

Unilever Magyarország Kft retains its lead while second placed Beiersdorf Kft improves its share

Health and beauty specialists lead sales, while retail e-commerce records gradual growth

PROSPECTS AND OPPORTUNITIES

A continued focus on facial care is set to support ongoing growth for mass beauty and personal care

Sustainability is set to come to the fore as consumers and businesses become more responsible

dm-drogerie markt will continue to be a strong player, focusing on private label goods

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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