



Nappies/Diapers/Pants in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest current value growth for nappies/diapers/pants in 2024 despite decline in newborn babies
Competitive landscape remains largely changed, with Pampers enjoying top ranking
Health and beauty specialists faces challenges from the dynamism of e-commerce

PROSPECTS AND OPPORTUNITIES

Slow growth forecast, with disposable pants the most dynamic subcategory
E-commerce will continue to gain ground at the expense of health and beauty specialists in the years ahead
Investments in innovation will focus on comfort and eco-friendliness

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Tissue and Hygiene in Hungary - Industry Overview

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DISCLAIMER

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