



Euromonitor
International

Baby and Child-Specific Products in Hungary

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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
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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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