



Euromonitor
International

Retail Adult Incontinence in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value sales increase in 2024 thanks to innovation and marketing campaigns directed at the ageing population
Essity AB leads and most dynamic companies
Health and beauty specialists leads, but e-commerce shows the most dynamism

PROSPECTS AND OPPORTUNITIES

Rx/reimbursement set to present strong challenge to growth of retail adult incontinence over the forecast period
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Innovation will prioritise comfort and efficiency

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Tissue and Hygiene in Hungary - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-adult-incontinence-in-hungary/report.