



Premium Beauty and Personal Care in Hungary

May 2025

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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

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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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