



Euromonitor
International

Mass Beauty and Personal Care in Hungary

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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

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Beauty and Personal Care in Hungary - Industry Overview

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DISCLAIMER

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