



Euromonitor
International

Health and Beauty Specialists in Hungary

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Outlet numbers continue to shrink as trading conditions remain challenging
- Adoption of premiumisation strategies increasingly visible in beauty specialists
- Rossmann's Isana private label products now sold in Spar outlets

PROSPECTS AND OPPORTUNITIES

- Rising health- and image-consciousness will continue to boost trade
- Pharmacies set to remain the largest and most dynamic channel in value terms
- Vending sales unlikely to pose significant threat to health and beauty specialists

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EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Special retail tax continues to take a toll on large multinational chains
- Sustainability concerns remain influential as new deposit return scheme is launched
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Black Friday
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