

Personal Care Appliances in Hungary

December 2023

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Personal Care Appliances in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in home hair care boosts retail volume growth in hair care appliances Innovation on the landscape drives growth in electric facial cleansers Electric toothbrush units drive growth as hygiene concerns continue to increase

PROSPECTS AND OPPORTUNITIES

Demand rises as health and image-conscious consumers invest in personal care

Oral care appliances drive solid levels of growth, driven by electric toothbrush units

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