

# Mass Beauty and Personal Care in Hungary

April 2024

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# Mass Beauty and Personal Care in Hungary - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Consumers go in search of value for money due to soaring inflation Retail e-commerce continues to grow but retailers offering the best deals see the strongest growth Busy consumers look for convenient solutions

# PROSPECTS AND OPPORTUNITIES

Sustainability set to come to the fore over the forecast period as consumers and businesses become more responsible Consumers feeling pressure to always look their best in an increasingly digital world Advanced product formulas likely to attract sales

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