

Laundry Care in Hungary

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Laundry Care in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced spending power challenges sales for premium laundry care

Innovations align with the rising sustainability trend to drive retail value growth

Players focus on fabric softeners, however, volume sales suffer due to rising price points

PROSPECTS AND OPPORTUNITIES

Strong promotional activities to drive sales of liquid fabric softeners

Laundry aids benefit from rising innovation, while spot and stain removers struggle

The low-temperature washing trend is set to grow

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