



Euromonitor
International

Wipes in Hungary

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Government Margin Cap Drives Private Label Gains and Narrows Premium Offer

Personal Wipes Expand as Consumer Priorities Shift to Wellness and Skin Health

Chart 2 - Kimberly-Clark Launches Huggies Extra Care Sensitive Wipes For Extra Protection

E-Commerce and Format Innovation Reshape Consumer Habits and Drive Growth

Chart 3 - Target Sales Group launched Dr Beckmann Toilet Cleaning Sheets with Ozean Breeze Ccent

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Government and Eu Regulation to Drive Refill Innovation and New Consumer Habits

E-Commerce and Direct-To-Consumer Models to Reshape Consumer Behaviour with Personalisation

Population Decline and Premiumisation to Shape Business Strategies and Consumer Value

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Drives Share Gains as Premium Brands Defend Position

Chart 8 - Analyst Insight for Wipes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Hypermarkets and Health and Beauty Specialists Shape Value-Driven Purchasing

Retail E-Commerce Leverages Convenience and Bulk to Drive Fastest Growth

Retailers Innovate with Wellness-Focused Private Label Strategies

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Wipes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Wipes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Hungary - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Leading Brands Respond to Premiumisation and Eco Demand

Chart 20 - Sofidel Hungary's Premium Quality Regina Harmonia Boxed Facial Tissues

Hartmann-Rico Captures Eco-Driven Incontinence Buyers with Washable Innovation

Chart 21 - Hartmann-Rico Hungária Launches MoliCare Lady Absorbent Underwear

Private Label Leverages Alternative Fibres and Packaging to Boost Adoption

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Automation and Smart Packaging to Drive Repeat Purchasing

Wellness and Regenerative Fibres to Redefine Premium Product Appeal

Senior-Focused Innovation and Eco-Labeling to Reshape Competition

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vajda-Papír Kft Reshapes Competition through Strategic Acquisition

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Hypermarkets Sustain Leadership, with Hypermarkets Appealing to Cost-Conscious Consumers, While Discounters Grow Share

Retail E-Commerce Wins Loyalty through Convenience and Subscription Models

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-hungary/report.