



Euromonitor
International

Sun Care in Hungary

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Hungarian Consumers Drive Steady Growth Amid Cautious Spending and Rising Wellness Focus

The Clean Wellness Trend Reshapes Sun Care

Chart 1 - Nivea Offers Hybrid Sun Care

Anti-Ageing and Longevity Elevate Sun Protection to a Year-Round Priority

Chart 2 - Daily Longevity Sun Care

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Hungarian Consumers Set to Embrace Multifunctional Spf for Year-Round Protection

Adult Sun Care Expected to Lead Expansion as Baby and Child-Specific Sun Care Sees Rapid Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and L'Oréal Strengthen Position Amid Stable Market Concentration

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Retail Distribution

Retail E-Commerce Grows Steadily but Remains a Niche in Sun Care Sales

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sun Care

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sun Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Hungary - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Clean Reimagined and the Rise of Hybrid Beauty

Chart 19 - High-Performance Care Grabs Consumer Attention

Skin Care Dominates While Fragrances Post Fastest Growth

Chart 20 - Multi-Sensory Beauty Routines Redefined

Lifestyle-Driven Beauty: From Function to Statement

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Ai Set to Reshape Consumer Behaviour, Driving Confident Purchases

Skin Care Expected to Lead While Fragrances Post Rapid Expansion

Premiumisation, Sustainability and Multifunctionality Set to Drive Industry Transformation

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Unilever Sustain Dominance as New Entrants Disrupt Fragrances

Innovative Launches and Sustainability Initiatives Create New Growth Avenues

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Dominate Retail Distribution in 2025

Rituals and Belodore Enhance Consumer Engagement through Experiential Retail Expansion

Retail E-Commerce Sustains Growth yet Faces In-Store Preference Challenges

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

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/sun-care-in-hungary/report.