KEY DATA FINDINGS

2023 DEVELOPMENTS
Shifting trends and changing consumer preferences impact sales
Prices soar as inflation continues to bite
Men’s grooming sees a growing focus on products to prevent hair loss

PROSPECTS AND OPPORTUNITIES
Fortified pre- and post-shave products for sensitive skin set to become more prevalent
Male beautification trend expected to boost sales
Men’s grooming expected to become more diverse and more sophisticated

CATEGORY DATA
Table 1 - Sales of Men’s Grooming by Category: Value 2018-2023
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Table 3 - Sales of Men’s Razors and Blades by Type: % Value Breakdown 2020-2023
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Beauty and Personal Care in Hungary - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

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