

Men's Grooming in Hungary

April 2024

Table of Contents

Men's Grooming in Hungary - Category analysis

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
- Table 2 Sales of Men's Grooming by Category: % Value Growth 2018-2023
- Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
- Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
- Table 5 NBO Company Shares of Men's Grooming: % Value 2019-2023
- Table 6 LBN Brand Shares of Men's Grooming: % Value 2020-2023
- Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
- Table 8 Forecast Sales of Men's Grooming by Category: Value 2023-2028
- Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

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

- Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/mens-grooming-in-hungary/report.