

# Baby and Child-Specific Products in Hungary

April 2024

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## Baby and Child-Specific Products in Hungary - Category analysis

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Consumers shift towards private label and larger pack sizes as incomes are squeezed Premium products remain popular with health conscious parents Retail e-commerce remains an increasingly popular option for parents and guardians

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Parents and guardians set to focus more on avoiding skin allergies Environmental concerns set to inform new product development and innovation Players expected to target new mothers to help establish brand loyalty and trust

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