



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Hungary

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rx/Reimbursement Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Rx/Reimbursement Adult Incontinence

INDUSTRY PERFORMANCE

Brands Drive Demand with Skin-Friendly Incontinence Solutions

Chart 2 - Seni Active Trio For Men and Women

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Centralised Procurement Pushes Suppliers to Prioritise Low-Cost Formats

Budgetary Constraints Limit Innovation and Shape User Experience

Ageing Drives Demand as Spending Power Grows Modestly

Chart 5 - Forecast Value Sales 2020-2030

CHANNELS

Community Pharmacies and Medical Aid Stores Sustain Patient Access

Hybrid E-Commerce Models Support Click and Collect Convenience

ECONOMIC CONTEXT

Chart 6 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - 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 13 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Leading Brands Respond to Premiumisation and Eco Demand

Chart 14 - Sofidel Hungary's Premium Quality Regina Harmonia Boxed Facial Tissues

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

Chart 15 - Hartmann-Rico Hungária Launches MoliCare Lady Absorbent Underwear

Private Label Leverages Alternative Fibres and Packaging to Boost Adoption

Chart 16 - Value Sales 2020-2030

Chart 17 - 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 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vajda-Papír Kft Reshapes Competition through Strategic Acquisition

Chart 20 - Analyst Insight for Tissue and Hygiene

Chart 21 - Company Shares 2025

Chart 22 - 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 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Tissue and Hygiene

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Tissue and Hygiene

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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/rx-reimbursement-adult-incontinence-in-hungary/report.