



Euromonitor
International

Mass Beauty and Personal Care in Hungary

July 2026

Table of Contents

Mass Beauty and Personal Care in Hungary - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Hungarian Retailers Respond to Inflation with Margin Freezes and Price Cuts

Mass Skin Care Leads Value Sales While Fragrances Post Rapid Expansion

Schwarzkopf Elevates Hair Colour through Fibre Repair and Wellness Focus

Chart 2 - Schwarzkopf Creme Supreme

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Ingredients and Male Grooming Set to Fuel Sustained Growth

Mass Skin Care Expected to Dominate, Supported by Innovation and Wellness

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Rising Private Label Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Mass Beauty and Personal Care

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Mass Beauty and Personal Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - 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 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Clean Reimagined and the Rise of Hybrid Beauty

Chart 17 - High-Performance Care Grabs Consumer Attention

Skin Care Dominates While Fragrances Post Fastest Growth

Chart 18 - Multi-Sensory Beauty Routines Redefined

Lifestyle-Driven Beauty: From Function to Statement

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - 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 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - 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 25 - Company Shares 2025

Chart 26 - 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 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/mass-beauty-and-personal-care-in-hungary/report.