



Beauty and Personal Care in Hungary

July 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Clean Reimagined and the Rise of Hybrid Beauty

Chart 2 - High-Performance Care Grabs Consumer Attention

Skin Care Dominates While Fragrances Post Fastest Growth

Chart 3 - Multi-Sensory Beauty Routines Redefined

Lifestyle-Driven Beauty: From Function to Statement

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Analyst Insight for Beauty and Personal Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - 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 10 - Company Shares 2025

Chart 11 - 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 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

- Premiumisation and Wellness Drive Steady Growth Despite Demographic Decline
- Baby Wipes Lead While Sun Care Posts Rapid Expansion
- Hungarian Brands Pioneer Aromatherapy and Transparency to Boost Premium Appeal
- Chart 20 - Dora Natura's Clean-Label Baby Care Line
- Chart 21 - Value Sales 2020-2030
- Chart 22 - Volume Sales 2020-2030
- Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

- Parents Set to Shift Spending to Premium, Specialised Products Amid Demographic Decline
- Baby Wipes Expected to Maintain Lead While Sun Care Posts Rapid Growth
- Focus on Clinical Validation and Value Innovation to Reshape Competitive Dynamics
- Chart 24 - Forecast Value Sales 2020-2030
- Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

- Leading Manufacturers Retain Dominance as Private Label Brands Gain Momentum
- Chart 26 - Company Shares 2025
- Chart 27 - Brand Shares 2025

CHANNELS

- Health and Beauty Specialists Leverage Innovation to Lead Distribution
- Retail E-Commerce Faces Challenges as In-Store Preferences Shape Buying Behaviour
- Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

- Chart 29 - Economic Context for Baby and Child-Specific Products
- Chart 30 - Real GDP Growth 2020-2030
- Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

- Chart 32 - Consumer Context for Baby and Child-Specific Products
- Chart 33 - Population 2020-2030
- Chart 34 - Consumer Expenditure 2020-2030
- Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

- Leading Brands Expand Multifunctional Formats Amid Regulatory Challenges
- Body Wash/Shower Gel Leads with Premium Innovation
- Chart 36 - Products Include Playful Textures and Food-Inspired Scents

L'Oréal Paris and Old Spice Drive Multifunctional and Sensory Trends

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Actives and Targeted Care Set to Reshape Consumer Choices

Innovative Textures and Sensory Experiences Expected to Drive Joyful Bathing Rituals

Large Pack Formats and Multifunctional Solutions to Respond to Evolving Consumer Behaviour

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Old Spice Defend Lead Amid Shifting Shares

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution

E-Commerce Faces Headwinds as In-Store Experience and Financial Caution Prevail

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Bath and Shower

Chart 46 - Real GDP Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Bath and Shower

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Hungarian Consumers Embrace Innovative Beauty Trends, Boosting Sales Growth

Eye Make-Up Leads Value Sales While Facial Make-Up Posts Fastest Growth

Brands Leverage Inclusivity and Lifestyle-Driven Beauty Trends to Capture Diverse Consumers

Chart 52 - Inclusive Campaigns Highlight Multi-Generational Beauty

Chart 53 - Value Sales 2020-2030

Chart 54 - Volume Sales 2020-2030

Chart 55 - Value Sales by Category 2025

WHAT'S NEXT?

Hungarian Consumers Expected to Drive Growth through Skincare-Infused Innovation

Colour Cosmetics Sets/Kits Set to Capture Rapid Growth through Collectable Appeal

Chart 56 - Forecast Value Sales 2020-2030

Chart 57 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Position through Innovation and Social Media Influence

Chart 58 - Company Shares 2025

Chart 59 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution for Colour Cosmetics

Online Shopping Evolves as Consumers Balance Convenience with In-Store Experience

Chart 60 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 61 - Economic Context for Colour Cosmetics

Chart 62 - Real GDP Growth 2020-2030

Chart 63 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 64 - Consumer Context for Colour Cosmetics

Chart 65 - Population 2020-2030

Chart 66 - Consumer Expenditure 2020-2030

Chart 67 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Innovative Pack Strategies Drive Deodorant Gains

Refill Innovation Gains Traction with Sustainability Focus

Chart 68 - Respray Refill Station

Brands Advance Clean, Skin-Protective Formulas to Meet Evolving Consumer Demands

Chart 69 - Hyaluronic-Infused Clean Deodorants

Chart 70 - Value Sales 2020-2030

Chart 71 - Volume Sales 2020-2030

Chart 72 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands Expected to Lead Value Growth Amid Evolving Consumer Expectations

Brands Poised to Embrace Sustainability and Premium Design to Capture Conscious Consumers

Chart 73 - Forecast Value Sales 2020-2030

Chart 74 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Solidify Leadership through Brand Loyalty and Strong Communication

Chart 75 - Company Shares 2025

Chart 76 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution

Consumers Prioritise Convenience over E-Commerce Amid Delivery Cost Concerns

Chart 77 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 78 - Economic Context for Deodorants

Chart 79 - Real GDP Growth 2020-2030

Chart 80 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 81 - Consumer Context for Deodorants

Chart 82 - Population 2020-2030

Chart 83 - Consumer Expenditure 2020-2030

Chart 84 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Governmental Margin Freeze Restricts Value Growth Amid Evolving Consumer Behaviour

Hair Removers/Bleaches Dominate While Women's Razors and Blades Show Fastest Growth

Brands Leverage Lifestyle Trends and Premium Devices to Reshape Consumer Routines

Chart 85 - Colourful, Playful, Lifestyle-Led Packaging

Chart 86 - Value Sales 2020-2030

Chart 87 - Volume Sales 2020-2030

Chart 88 - Value Sales by Category 2025

WHAT'S NEXT?

Established Brands and Evolving Segments Expected to Shape Growth Trajectories

Consumer Focus on Sustainability and Skin Care Set to Drive Innovation

Chart 89 - Forecast Value Sales 2020-2030

Chart 90 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Moderate Market Shifts

Chart 91 - Company Shares 2025

Chart 92 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Strong Retail Dominance with Steady Expansion

Chart 93 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 94 - Economic Context for Depilatories

Chart 95 - Real GDP Growth 2020-2030

Chart 96 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 97 - Consumer Context for Depilatories

Chart 98 - Population 2020-2030

Chart 99 - Consumer Expenditure 2020-2030

Chart 100 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Superz. Pioneers Social and AI-Driven Fragrance Experiences

Chart 101 - Social and AI-Driven Fragrance

Mass Fragrances Lead with Multifunctional Wellness Products

Chart 102 - Sol De Janeiro Expands Multisensory Mists

Lattafa and Unisex Scents Accelerate Inclusivity Shaping Diverse Consumer Engagement

Chart 103 - Value Sales 2020-2030

Chart 104 - Volume Sales 2020-2030

Chart 105 - Value Sales by Category 2025

WHAT'S NEXT?

Hungarian Consumers Set to Embrace Fragrances as Identity and Well-Being Tools

Mass Fragrances Expected to Dominate While Premium Fragrances Post Rapid Growth

Digital Influence and Product Innovation to Shape Future Fragrance Business

Chart 106 - Forecast Value Sales 2020-2030

Chart 107 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Targeted Strategies

Chart 108 - Company Shares 2025

Chart 109 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Gain Ground as Dominant Retail Channel

Belodore'S Niche Premium Fragrances Boost Experiential Retail Presence

Retail E-Commerce Faces Competition as In-Store Experiences Regain Appeal

Chart 110 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 111 - Economic Context for Fragrances

Chart 112 - Real GDP Growth 2020-2030

Chart 113 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 114 - Consumer Context for Fragrances

Chart 115 - Population 2020-2030

Chart 116 - Consumer Expenditure 2020-2030

Chart 117 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Premiumisation Driven by Consumer Sophistication and Economic Resilience

Salon Professional Hair Care Shows Rapid Expansion through Clean Innovation

Chart 118 - Schwarzkopf Creme Supreme

Shampoos Lead as Longevity and Scalp Health Reshapes Hair Care

Chart 119 - Value Sales 2020-2030

Chart 120 - Volume Sales 2020-2030

Chart 121 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Personalised Solutions Set to Drive Expansion through 2030

Gen Z Influence and Korean Routines Expected to Elevate Science-Backed Innovation

Digital Engagement and Personalised Offerings to Redefine Competition and Retail Strategies

Chart 122 - Forecast Value Sales 2020-2030

Chart 123 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Dominance through Innovation and Premiumisation

Strategic Acquisitions and Innovative Launches Drive Future Growth Opportunities

Chart 124 - Company Shares 2025

Chart 125 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Hair Care Sales as In-Store Experience Limits E-Commerce Growth

Chart 126 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 127 - Economic Context for Hair Care

Chart 128 - Real GDP Growth 2020-2030

Chart 129 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 130 - Consumer Context for Hair Care

Chart 131 - Population 2020-2030

Chart 132 - Consumer Expenditure 2020-2030

Chart 133 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Social Influence and Multifunctional Products Boost Brand Engagement and Sales

Men's Toiletries Lead While Shaving Gains Momentum through Premiumisation

Chart 134 - L'Oréal Offers Clean Hybrid Care

Brands Embrace Longevity, and Neuro-Wellness Trends to Deepen Consumer Connection

Chart 135 - Value Sales 2020-2030

Chart 136 - Volume Sales 2020-2030

Chart 137 - Value Sales by Category 2025

WHAT'S NEXT?

Social Media and Influencer Impact Expected to Drive Premiumisation and Innovation

Men'S Toiletries Set to Dominate Sales While Fragrances Post Fastest Growth

Evolving Consumer Expectations to Shape Product Innovation

Chart 138 - Forecast Value Sales 2020-2030

Chart 139 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Marketing and Innovation to Sustain Dominance

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Growth as Discounters Gain Share

Financial Instability Limits E-Commerce Growth as In-Store Experience Gains Prominence

Chart 142 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 143 - Economic Context for Men's Grooming

Chart 144 - Real GDP Growth 2020-2030

Chart 145 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 146 - Consumer Context for Men's Grooming

Chart 147 - Population 2020-2030

Chart 148 - Consumer Expenditure 2020-2030

Chart 149 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Long-Term Wellness and Digital Influence Power Oral Care Expansion

Toothpaste Leads Value with Whitening and Premium Innovation

Chart 150 - Expanded Oral Rituals Drive Holistic Longevity

The Clean Reimagined Trend Drives Oral Care Innovation

Chart 151 - Ultra-Soft Tools and Clean Science Drive Evolution

Chart 152 - Value Sales 2020-2030

Chart 153 - Volume Sales 2020-2030

Chart 154 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Embrace Functional and Affordable Oral Wellness Solutions

Toothpaste Expected to Retain Dominance While Dental Floss Posts Rapid Growth

Social Influence Poised to Reshape Oral Care Business

Chart 155 - Forecast Value Sales 2020-2030

Chart 156 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Dominance through Trusted Endorsements and Promotions

Emerging Value-Driven Companies Leverage Pricing and Convenience to Capture Share

Chart 157 - Company Shares 2025

Chart 158 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Drive Oral Care Sales Expansion

Chart 159 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Oral Care

Chart 161 - Real GDP Growth 2020-2030

Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Oral Care

Chart 164 - Population 2020-2030

Chart 165 - Consumer Expenditure 2020-2030

Chart 166 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Hungarian Consumers Drive Strong Growth Amid Evolving Retail and Economic Dynamics

Facial Care Captures Largest Share While Skin Care Sets/Kits Post Fastest Growth

Sol De Janeiro and Rituals Pioneer Lifestyle Trends

Chart 167 - Beauty Turned into Collectible Lifestyle Statements

Chart 168 - Value Sales 2020-2030

Chart 169 - Volume Sales 2020-2030

Chart 170 - Value Sales by Category 2025

WHAT'S NEXT?

Influencer-Driven Aspirations and Clinical Efficacy Set to Drive Expansion

Facial Care Expected to Lead with Multifunctional Products

Holistic Wellness and Sustainable Innovation to Reshape Consumer Engagement

Chart 171 - Forecast Value Sales 2020-2030

Chart 172 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Shifting Shares

Emerging Brands Leverage Digital Strategies and Innovation to Gain Traction

Chart 173 - Company Shares 2025

Chart 174 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Strengthen Dominance through Experiential Retail

Retail E-Commerce Sustains Growth Amid Competitive Offline Presence

Chart 175 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 176 - Economic Context for Skin Care

Chart 177 - Real GDP Growth 2020-2030

Chart 178 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 179 - Consumer Context for Skin Care

Chart 180 - Population 2020-2030

Chart 181 - Consumer Expenditure 2020-2030

Chart 182 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Hungarian Consumers Drive Steady Growth Amid Cautious Spending and Rising Wellness Focus

The Clean Wellness Trend Reshapes Sun Care

Chart 183 - Nivea Offers Hybrid Sun Care

Anti-Ageing and Longevity Elevate Sun Protection to a Year-Round Priority

Chart 184 - Daily Longevity Sun Care

Chart 185 - Value Sales 2020-2030

Chart 186 - Volume Sales 2020-2030

Chart 187 - Value Sales by Category 2025

WHAT'S NEXT?

Hungarian Consumers Set to Embrace Multifunctional Spf for Year-Round Protection

Adult Sun Care Expected to Lead Expansion as Baby and Child-Specific Sun Care Sees Rapid Growth

Chart 188 - Forecast Value Sales 2020-2030

Chart 189 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and L'Oréal Strengthen Position Amid Stable Market Concentration

Chart 190 - Company Shares 2025

Chart 191 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Retail Distribution

Retail E-Commerce Grows Steadily but Remains a Niche in Sun Care Sales

Chart 192 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 193 - Economic Context for Sun Care

Chart 194 - Real GDP Growth 2020-2030

Chart 195 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 196 - Consumer Context for Sun Care

Chart 197 - Population 2020-2030

Chart 198 - Consumer Expenditure 2020-2030

Chart 199 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 200 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Consumer Lifestyles Drive Strong Growth and Market Elevation

Premium Skin Care Leads Value Sales with Dynamic Growth in Bath and Shower

Superz Captivates Consumers with Social and AI-Driven Fragrance Journeys

Chart 201 - Superz Creates Social and AI-Driven Fragrance Experiences

Chart 202 - Value Sales 2020-2030

Chart 203 - Value Sales by Category 2025

WHAT'S NEXT?

Affluent Consumers and Social Trends Expected to Propel Expansion

Premium Skin Care Set to Dominate While Bath and Shower Lead Dynamic Expansion

Personalisation and Digital Culture to Reshape Consumer Engagement and Demand

Chart 204 - Forecast Value Sales 2020-2030

Chart 205 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Navigate Shifting Shares Amid Rising New Entrants

Chart 206 - Company Shares 2025

Chart 207 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 208 - Economic Context for Premium Beauty and Personal Care

Chart 209 - Real GDP Growth 2020-2030

Chart 210 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 211 - Consumer Context for Premium Beauty and Personal Care

Chart 212 - Population 2020-2030

Chart 213 - Consumer Expenditure 2020-2030

Chart 214 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Hungary](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 215 - 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 216 - Schwarzkopf Creme Supreme

Chart 217 - Value Sales 2020-2030

Chart 218 - 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 219 - Forecast Value Sales 2020-2030

Chart 220 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Rising Private Label Competition

Chart 221 - Company Shares 2025

Chart 222 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 223 - Economic Context for Mass Beauty and Personal Care

Chart 224 - Real GDP Growth 2020-2030

Chart 225 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 226 - Consumer Context for Mass Beauty and Personal Care

Chart 227 - Population 2020-2030

Chart 228 - Consumer Expenditure 2020-2030

Chart 229 - 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/beauty-and-personal-care-in-hungary/report.