



Polishes in Hungary

May 2026

Table of Contents

[Polishes in Hungary - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Polishes Demonstrate Growth Despite Cautious Consumers

Sustainability Drives Innovation in Polish Products

Chart 2 - Brands and More Hungary Launches Calzaretto Shoe Polish

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Rise Of Sustainable Products Expected to Continue

Premiumisation Set to Fuel Demand for Polishes

Changing Lifestyles to Impact Traditional Polishes

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Freudenberg Maintain Dominance through Innovation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Sales of Polishes with Wide Product Range

Retail E-Commerce Grows Rapidly Driven by Convenience and Variety

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Polishes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Polishes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Hungary - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Hungarian Consumers Drive Growth with Value-Seeking Purchases

Laundry Care Leads Hungarian Home Care with Value Pack Sizes

Chart 19 - Procter & Gamble Introduces Large Pack Ariel Liquid Softener

New Product Formats Drive Innovation in Dishwashing

Chart 20 - Henkel Launches Somat Five-in-One Solution

Dishwashing and Surface Care Drive Innovation with New Formats

Chart 21 - FCB Hungary Presents Eco-Friendly Frosch Activ-Soda

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Eco-Friendly Products to Drive Laundry Care

Chart 25 - Analyst Insight for Home Care

Multifunctional, Efficient Products Expected to Gain Traction

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Maintain Leading Positions

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Lead Home Care Sales

Retail E-Commerce Drives Growth in Home Care Sales

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/polishes-in-hungary/report.