



# Surface Care in Hungary

February 2024

Table of Contents

## Surface Care in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume declines due to price pressure and slower interest in disinfectants

High prices and a dip following COVID-19 leads to a deep decline in wet wipes

Major players deliver a wide range of popular and innovative products

#### PROSPECTS AND OPPORTUNITIES

Multipurpose cleaners benefit from ongoing innovation, offering convenience

Home care disinfectant declines as consumers look for gentler options

Window/glass cleaners drive growth through natural compositions

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Home Care in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 11 - Households 2018-2023

### MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023

Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Home Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 - Distribution of Home Care by Format: % Value 2018-2023

Table 18 - Distribution of Home Care by Format and Category: % Value 2023

Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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