

# Laundry Care in Hungary

February 2024

Table of Contents

## Laundry Care in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced spending power challenges sales for premium laundry care  
Innovations align with the rising sustainability trend to drive retail value growth  
Players focus on fabric softeners, however, volume sales suffer due to rising price points

#### PROSPECTS AND OPPORTUNITIES

Strong promotional activities to drive sales of liquid fabric softeners  
Laundry aids benefit from rising innovation, while spot and stain removers struggle  
The low-temperature washing trend is set to grow

#### CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023  
Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023  
Table 4 - Sales of Laundry Aids by Category: Value 2018-2023  
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023  
Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023  
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023  
Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023  
Table 9 - NBO Company Shares of Laundry Care: % Value 2019-2023  
Table 10 - LBN Brand Shares of Laundry Care: % Value 2020-2023  
Table 11 - NBO Company Shares of Laundry Aids: % Value 2019-2023  
Table 12 - LBN Brand Shares of Laundry Aids: % Value 2020-2023  
Table 13 - NBO Company Shares of Laundry Detergents: % Value 2019-2023  
Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
Table 15 - Forecast Sales of Laundry Care by Category: Value 2023-2028  
Table 16 - Forecast Sales of Laundry 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 17 - Households 2018-2023

### MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2018-2023  
Table 19 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 20 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 21 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 23 - Distribution of Home Care by Format: % Value 2018-2023  
Table 24 - Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## 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/laundry-care-in-hungary/report](http://www.euromonitor.com/laundry-care-in-hungary/report).