



# Menstrual Care in Hungary

March 2024

Table of Contents

## Menstrual Care in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience and comfort drive retail volume growth in menstrual care products

International players retain a strong lead with a focus on innovation

Convenience shopping drives sales in neighbourhood retailers

#### PROSPECTS AND OPPORTUNITIES

Tampons and standard towels lose ground, as consumers prefer slim/thin/ultra-thin towels

Private label focuses on innovation to increase its competitive edge

Rising focus on natural components to drive growth on the landscape

#### CATEGORY DATA

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

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

Table 3 - Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 4 - NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 6 - Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 7 - Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 8 - Birth Rates 2018-2023

Table 9 - Infant Population 2018-2023

Table 10 - Female Population by Age 2018-2023

Table 11 - Total Population by Age 2018-2023

Table 12 - Households 2018-2023

Table 13 - Forecast Infant Population 2023-2028

Table 14 - Forecast Female Population by Age 2023-2028

Table 15 - Forecast Total Population by Age 2023-2028

Table 16 - Forecast Households 2023-2028

### MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 1 - Research Sources

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