

Surface Care in Hungary

February 2024

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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

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Window/glass cleaners drive growth through natural compositions

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DISCLAIMER

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