

Air Care in Hungary

February 2024

Table of Contents

Air Care in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Candle air fresheners drive retail volume sales through affordable options

Gel air fresheners record a significant volume decline as consumers favour other formats

Multinationals lead with wide product portfolios and heavy investment

PROSPECTS AND OPPORTUNITIES

Positive growth driven by innovative scents and sustainable options

Candle air fresheners benefit from an ongoing migration from other products

Innovation and convenience drives sales of electric air fresheners

CATEGORY DATA

- Table 1 Sales of Air Care by Category: Value 2018-2023
- Table 2 Sales of Air Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Air Care by Fragrance: Value Ranking 2021-2023
- Table 4 NBO Company Shares of Air Care: % Value 2019-2023
- Table 5 LBN Brand Shares of Air Care: % Value 2020-2023
- Table 6 Forecast Sales of Air Care by Category: Value 2023-2028
- Table 7 Forecast Sales of Air 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 8 - Households 2018-2023

MARKET DATA

- Table 9 Sales of Home Care by Category: Value 2018-2023
- Table 10 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Home Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 14 Distribution of Home Care by Format: % Value 2018-2023
- Table 15 Distribution of Home Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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