



# Wipes in Hungary

March 2024

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## Wipes in Hungary - Category analysis

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#### 2023 DEVELOPMENTS

General purpose wipes benefit from having a versatile appeal

Baby wipes is considered an essential item in Hungary, driving sales

Consumers focus on essential items, reducing sales of window/glass and furniture wipes

#### PROSPECTS AND OPPORTUNITIES

Focus on hygiene, innovation and versatility to drive sales across the forecast period

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