

Dishwashing in Hungary

February 2024

Table of Contents

Dishwashing in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dishwashing records solid volume growth as Hungarians appreciate convenience Players launch energy-efficient products to appeal during a time of rising costs Eco-friendly products not tested on animals drive growth in dishwashing

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing products drive retail value growth over the forecast period Growth for dishwashing additives, driven by ongoing promotional support Hand dishwashing faces long-term decline in Hungary

CATEGORY INDICATORS

Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 2 - Sales of Dishwashing by Category: Value 2018-2023Table 3 - Sales of Dishwashing by Category: % Value Growth 2018-2023Table 4 - NBO Company Shares of Dishwashing: % Value 2019-2023Table 5 - LBN Brand Shares of Dishwashing: % Value 2020-2023Table 6 - Forecast Sales of Dishwashing by Category: Value 2023-2028Table 7 - Forecast Sales of Dishwashing 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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