

# 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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