



# Home Care in Hungary

February 2024

Table of Contents

## Home Care in Hungary

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 1 - Households 2018-2023

### MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

Table 8 - Distribution of Home Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Air Care in Hungary

### 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 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 14 - NBO Company Shares of Air Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 16 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Bleach in Hungary

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Bleach loses appeal post-pandemic as consumers choose gentler cleaning products  
Despite rising price sensitivity, consumers prefer branded products  
E-commerce sales rise, while supermarkets and hypermarkets reduce availability

## PROSPECTS AND OPPORTUNITIES

Further decline due to lower availability and rising competition  
The rising sustainability trend drives consumers away from bleach  
E-commerce bleach sales have strong growth potential

## CATEGORY DATA

Table 18 - Sales of Bleach: Value 2018-2023  
Table 19 - Sales of Bleach: % Value Growth 2018-2023  
Table 20 - NBO Company Shares of Bleach: % Value 2019-2023  
Table 21 - LBN Brand Shares of Bleach: % Value 2020-2023  
Table 22 - Forecast Sales of Bleach: Value 2023-2028  
Table 23 - Forecast Sales of Bleach: % Value Growth 2023-2028

## Dishwashing in Hungary

### 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 24 - Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2018-2023  
Table 26 - Sales of Dishwashing by Category: % Value Growth 2018-2023  
Table 27 - NBO Company Shares of Dishwashing: % Value 2019-2023  
Table 28 - LBN Brand Shares of Dishwashing: % Value 2020-2023  
Table 29 - Forecast Sales of Dishwashing by Category: Value 2023-2028  
Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## Home Insecticides in Hungary

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers switch to affordable options during a time of rising price points  
Electric home insecticides record low-level value and volume growth  
SC Johnson Kft maintains its lead with the popular Raid brand

#### PROSPECTS AND OPPORTUNITIES

Growth driven by the improved economic situation and ongoing innovation  
Other home insecticides drive growth, as electric insecticides struggle

Retail e-commerce set to grow as consumers appreciate convenience

#### CATEGORY DATA

Table 31 - Sales of Home Insecticides by Category: Value 2018-2023

Table 32 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 34 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 36 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

#### Laundry Care in Hungary

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reduced spending power challenges sales for premium laundry care

Innovations align with the rising sustainability trend to drive retail value growth

Players focus on fabric softeners, however, volume sales suffer due to rising price points

#### PROSPECTS AND OPPORTUNITIES

Strong promotional activities to drive sales of liquid fabric softeners

Laundry aids benefit from rising innovation, while spot and stain removers struggle

The low-temperature washing trend is set to grow

#### CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2018-2023

Table 40 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Aids by Category: Value 2018-2023

Table 42 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 43 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 45 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 46 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 47 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 48 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 49 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 50 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 52 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### Polishes in Hungary

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining retail volume sales as high prices and lack of promotions hinder growth

Floor and metal polishes decline as consumers turn to alternative products

SC Johnson retains its lead, however, share is lost to more affordable options

#### PROSPECTS AND OPPORTUNITIES

Lack of innovation and rising competition impact sales  
Metal polish declines as shoe polish drives sales over the forecast period  
Products that use natural ingredients with recyclable packaging increase

#### CATEGORY DATA

Table 54 - Sales of Polishes by Category: Value 2018-2023  
Table 55 - Sales of Polishes by Category: % Value Growth 2018-2023  
Table 56 - NBO Company Shares of Polishes: % Value 2019-2023  
Table 57 - LBN Brand Shares of Polishes: % Value 2020-2023  
Table 58 - Forecast Sales of Polishes by Category: Value 2023-2028  
Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### Surface Care in Hungary

##### 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  
Home care disinfectant declines as consumers look for gentler options  
Window/glass cleaners drive growth through natural compositions

#### CATEGORY DATA

Table 60 - Sales of Surface Care by Category: Value 2018-2023  
Table 61 - Sales of Surface Care by Category: % Value Growth 2018-2023  
Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023  
Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023  
Table 64 - NBO Company Shares of Surface Care: % Value 2019-2023  
Table 65 - LBN Brand Shares of Surface Care: % Value 2020-2023  
Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023  
Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023  
Table 68 - Forecast Sales of Surface Care by Category: Value 2023-2028  
Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### Toilet Care in Hungary

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sales of toilet liquids/foam remains positive as toilet care tablets/powders lose appeal  
The competitive landscape intensifies in toilet care  
Supermarkets gain ground, offering a wide range of price options

##### PROSPECTS AND OPPORTUNITIES

An increase in natural compositions drives sales in toilet liquids/foam  
Rim liquids to suffer as rim blocks remain firm favourite  
The popularity of variety stores increase as cheaper prices boost sales

#### CATEGORY DATA

Table 70 - Sales of Toilet Care by Category: Value 2018-2023

Table 71 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 72 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 73 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 74 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-in-hungary/report](http://www.euromonitor.com/home-care-in-hungary/report).