Men's Grooming in Hungary

Description: Men's grooming saw outstanding growth in 2015 in line with the significant growth of certain parent categories, such as shower gel. Demand increased due to rising incomes and low inflation. On the other hand men's hygiene habits are also slowly developing and Hungarian men are more open to more sophisticated products. In 2015 volume sales increased in all categories while unit prices were stable due to strong price competition.

The Men's Grooming in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Men's Grooming market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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May 2016

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