



# Laundry Care in Hungary

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Premiumisation and Convenience Drive Sales Growth

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Premiumisation and Convenience Drive Sales Growth

Multifunctionality Shapes Laundry Care

Chart 2 - Denkit Color & Care Blossom Dream

Low Temperatures and Short Cycles Gain Traction

Eco-Friendly, Natural Ingredients Preferred by Consumers

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

Chart 6 - Coccolino Wonder Wash

### WHAT'S NEXT?

Shifting Consumer Demand to Drive Innovative Product Formats

Focus on Sustainability Expected to Become Mainstream

Chart 7 - Analyst Insight for Laundry Care

Health and Wellness and Fragrance Set to Drive Laundry Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Maintain Dominance through Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Hypermarkets Drive Offline Sales with Wide Product Ranges

Retail E-Commerce Grows Rapidly with Convenience and Niche Products

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Home Care in Hungary - Industry Overview](#)

### EXECUTIVE SUMMARY

Hungarian Consumers Drive Growth with Value-Seeking Purchases

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Hungarian Consumers Drive Growth with Value-Seeking Purchases

Laundry Care Leads Hungarian Home Care with Value Pack Sizes

Chart 21 - Procter & Gamble Introduces Large Pack Ariel Liquid Softener

New Product Formats Drive Innovation in Dishwashing

Chart 22 - Henkel Launches Somat Five-in-One Solution

Dishwashing and Surface Care Drive Innovation with New Formats

Chart 23 - FCB Hungary Presents Eco-Friendly Frosch Activ-Soda

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

### WHAT'S NEXT?

Premium and Eco-Friendly Products to Drive Laundry Care

Chart 27 - Analyst Insight for Home Care

Multifunctional, Efficient Products Expected to Gain Traction

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Maintain Leading Positions

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

### CHANNELS

Hypermarkets and Supermarkets Lead Home Care Sales

Retail E-Commerce Drives Growth in Home Care Sales

Chart 32 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## 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/laundry-care-in-hungary/report](http://www.euromonitor.com/laundry-care-in-hungary/report).