



Euromonitor
International

Menstrual Care in Hungary

May 2026

Table of Contents

Menstrual Care in Hungary - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Expand Larger Pack Pantyliners Offerings to Drive Value-Led Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Brands Expand Larger Pack Pantyliners Offerings to Drive Value-Led Growth

Chart 2 - Procter & Gamble Launches Affordable XXL Packaging With its Pantyliners Discreet Waterlily

Johnson & Johnson Taps Sustainability and Wellness Trends with Organic Pantyliners Launch

Chart 3 - Johnson & Johnson Hungary Launches 100% Organic Cotton Pantyliners

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Eco and Wellness Launches to Attract Digitally Engaged Consumers

Subscription E-Commerce and Ingredient Transparency to Boost Brand Loyalty

Organic and Plastic-Free Innovation to Set New Product Standards

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Johnson and Johnson Remain in Close Competition in the Leading Places

Chart 9 - Analyst Insight for Menstrual Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Premium Wellness Offerings to Outpace Rivals

Retail E-Commerce Leverages Convenience and Niche Assortment to Boost Share

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Menstrual Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Menstrual Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Hungary - Industry Overview

EXECUTIVE SUMMARY

Leading Brands Respond to Premiumisation and Eco Demand

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Leading Brands Respond to Premiumisation and Eco Demand

Chart 21 - Sofidel Hungary's Premium Quality Regina Harmonia Boxed Facial Tissues

Hartmann-Rico Captures Eco-Driven Incontinence Buyers with Washable Innovation

Chart 22 - Hartmann-Rico Hungária Launches MoliCare Lady Absorbent Underwear

Private Label Leverages Alternative Fibres and Packaging to Boost Adoption

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Automation and Smart Packaging to Drive Repeat Purchasing

Wellness and Regenerative Fibres to Redefine Premium Product Appeal

Senior-Focused Innovation and Eco-Labeling to Reshape Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vajda-Papír Kft Reshapes Competition through Strategic Acquisition

Chart 27 - Analyst Insight for Tissue and Hygiene

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Hypermarkets Sustain Leadership, with Hypermarkets Appealing to Cost-Conscious Consumers, While Discounters Grow Share

Retail E-Commerce Wins Loyalty through Convenience and Subscription Models

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/menstrual-care-in-hungary/report.