



Retail Adult Incontinence in Hungary

May 2026

Table of Contents

Retail Adult Incontinence in Hungary - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Demographic Trends Support Baseline Demand for Retail Adult Incontinence

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Demographic Trends Support Baseline Demand for Retail Adult Incontinence

Chart 2 - Hartmann-Rico Hungária MoliCare Lady Absorbent Underwear

Reusable Options Gain Traction as Light Incontinence Products Lead Demand

Essity and Procter & Gamble Prioritise Convenience and Affordability for Women

Chart 3 - Essity Tena Lady Pants Plus

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Active Seniors to Drive Premiumisation in Protective Underwear for Greater Comfort and Discretion

Brands Leverage Sustainability and Innovation to Differentiate Premium Lines as Consumer Awareness Rises

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Hungary Strengthens Brand Loyalty through Healthcare Collaboration

Chart 9 - Analyst Insight for Retail Adult Incontinence

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Retain Shopper Trust with Expert Guidance

Retail E-Commerce Accelerates Growth as Privacy Becomes a Top Priority

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

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/retail-adult-incontinence-in-hungary/report.