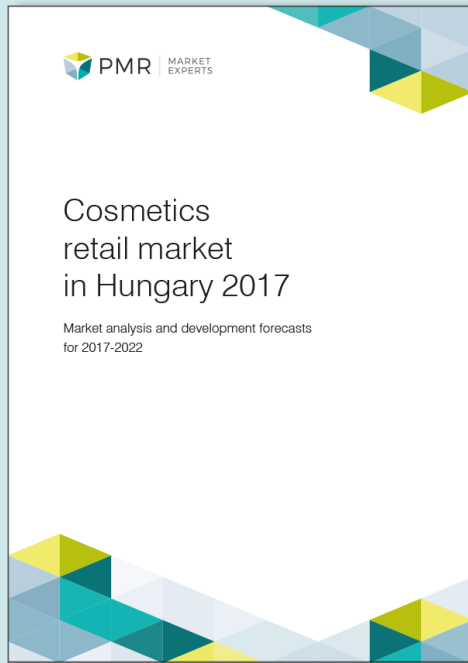


Cosmetics retail market in Hungary 2017

Market analysis and development forecasts for 2017-2022



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What is the content of the report?

- **Market value is presented with a unique five-year forecast** prepared by PMR's Econometric Team based on advanced econometric models
- **Value of retail sales** of cosmetics in different distribution channels in 2013-2022
- **Description of key product segments**
- **Expert commentary** to explain all the presented data
- **Influence of implemented and planned legislative changes** on the retail cosmetics market in Hungary
- **Description of consolidation processes on the Hungarian cosmetics market**, including market entries, exits, mergers and acquisitions
- **Ranking of the largest retailers on the Hungarian cosmetics market**, based on their revenues, number of stores (historic, current and planned), product mix changes, private-label development, online sales development
- **Analysis of cosmetics sales** in large grocery stores, including this channel's sales value and dynamics



Who benefits from the analysis?

- Health and beauty products manufacturers
- Private-label cosmetics producers
- Retail cosmetics chains and distributors operating in or planning to enter the Hungarian market
- Pharmacy chains
- E-commerce platforms and direct sales companies
- Packaging and design solution providers
- In-store and merchandising solution providers
- Trade and industry organizations
- Large grocery chains
- FMCG wholesalers



Why to buy the report?

Complete analysis of the Hungarian cosmetics retail market, as well as its channels, enabling evaluation of the market and its growth perspectives

Unique forecasts to 2022 for the market and its channels in terms of value, based on advanced econometric models, supporting the preparation of strategies

Possibility to analyse historic data and revealed trends

Report includes a thorough market trends analysis

Information about the largest retailers on the market – cosmetics sales by value, number of stores, market shares – the entire competitive environment