Hungary Hygiene Product Raw Materials Overseas Market Analysis Report

Target Country: Hungary

Main Category: Hygiene Product Raw Materials

Report Update Date: June 30, 2026

Hungary Hygiene Raw Materials Core Conclusions

The Hungarian hygiene raw materials market maintains a **high import dependency** structure, with limited domestic production capacity. In H1 2026, SAP imports grew by approximately **4.2%** year-on-year, with China's share rising to about **~18%**. Polypropylene nonwoven raw materials have seen a modest CIF cost increase of ▲2%-3% due to the EU Carbon Border Adjustment Mechanism (CBAM). The overall market is tightly balanced between supply and demand, bio-based raw material demand is accelerating, and geopolitical factors and HUF exchange rate fluctuations remain key risk variables.

- Annual SAP imports: ~**17,800 tonnes**, import dependency exceeding **95%**
- China's SAP exports to Hungary up ~▲18% YoY, with a price advantage of ~15%-20%
- HUF/EUR exchange rate fluctuation range: **392-408 HUF/EUR**

Source: Eurostat, Hungarian Central Statistical Office (KSH), ICIS, May-June 2026

Supply and Demand Fundamentals

Hungary's total annual demand for hygiene raw materials is approximately **55,000-60,000 tonnes** (including SAP, PP nonwoven grade, fluff pulp, hot melt adhesives, etc.), with virtually no local production and **import dependency exceeding 90%**. Demand is primarily driven by multinationals such as Procter & Gamble (Csömör/Gyöngyös plants) and Essity, covering baby diapers, sanitary napkins, and adult incontinence products, with ~60% of finished products exported to neighboring Central and Eastern European countries.

Category	Annual Demand (10k tonnes)	Import Dependency	Main Consumption Area
SAP	1.7-1.8	≈98%	Diaper Core
PP Nonwoven Grade	2.3-2.6	≈92%	Topsheet/Backsheet
Fluff Pulp	1.0-1.3	≈100%	Absorbent Core
Hot Melt Adhesive	0.5-0.7	≈85%	Structural Bonding

Source: EDANA, Eurostat, KSH, Q4 2025 - Q1 2026 data

China Market Situation

China's SAP production capacity continues to expand, with the industry operating rate at approximately **72%-76%** in H1 2026. The average ex-factory price for SAP in East China is in the range of **9,800-10,500 CNY/tonne**. Exports to Europe have grown significantly, with China Customs data showing total SAP export volume up by approximately ▲16% YoY in January-May 2026, with the share of exports to the EU rising to about **~28%**.

- SAP East China ex-factory price: **~10,200 CNY/tonne** (June 2026)
- Industry operating rate: **74%**, up 3 percentage points year-on-year
- Jan-May SAP export volume: ~**225,000 tonnes** ▲16%

Source: Longzhong Information, General Administration of Customs of China, June 2026

Hungary Market Situation

SAP CIF Hungary is in the range of **1,850-2,050 EUR/tonne**, influenced by EUR exchange rate fluctuations and logistics costs. PP nonwoven grade CIF is approximately **1,350-1,520 EUR/tonne**. Germany remains the largest supply source (accounting for ~**48%** of SAP imports), while China's share has rapidly increased to ~**18%**, followed by Belgium and Austria.

- SAP CIF Hungary: **~1,950 EUR/t** (June 2026)
- PP Nonwoven Grade CIF: **~1,430 EUR/t**
- China SAP market share in Hungary: ▲18% (vs. ~15% same period last year)

Source: ICIS, Tecnon OrbiChem, KSH, May-June 2026

Product Segment Structure

Hygiene raw materials are segmented into five major categories, with **SAP and PP nonwoven grade** together accounting for approximately **62%** of total import value. Demand for bio-based SAP (starch-grafted type) is accelerating, with imports up by approximately ▲22% YoY in 2026, reflecting EU sustainability regulation drivers. Fluff pulp supply is highly concentrated, dominated by Nordic and US sources.

Segment	Annual Imports (10k tonnes)	Avg. Price (EUR/t)	YoY Change
SAP (Petroleum-based)	~1.55	1,880-2,050	▲3%
SAP (Bio-based)	~0.23	2,200-2,500	▲22%
PP Nonwoven Grade	~2.45	1,350-1,520	▲2%
Fluff Pulp	~1.15	920-1,080	→Flat

Source: EDANA, Tecnon OrbiChem, Q1-Q2 2026

Core Finished Product Supply and Demand

Hungary's annual diaper production is approximately **1.2-1.4 billion units** (primarily from P&G plants), with about **60% exported** to neighboring countries such as Poland, the Czech Republic, and Romania. Adult incontinence product output is growing significantly, up by approximately ▲8% YoY, benefiting from the aging population trend. Finished product inventory levels remain healthy, with raw material supply stability being a key constraint.

- Annual diaper output: ~**1.3 billion units**, export share ~60%
- Adult incontinence product output: ▲8% YoY, strong domestic demand driven
- Finished goods inventory days: **28-32 days** (normal range)

Source: KSH, P&G Hungary public data, EDANA, 2025-2026

Intermediates and Raw Material Value

The cost transmission chain is clear: **Acrylic Acid (AA)** is the core raw material for SAP. China East China AA average price is approximately **6,200-6,600 CNY/tonne**; European AA price is approximately **1,050-1,180 EUR/tonne**, supported by energy costs. Polypropylene homopolymer grade European contract price is approximately **1,180-1,260 EUR/tonne**. Comprehensive logistics costs from China to Hungary (sea + land) are approximately **180-220 EUR/tonne**.

- Acrylic Acid (AA) East China ex-factory: **~6,400 CNY/tonne**
- AA European spot: **~1,120 EUR/t**
- China→Hungary comprehensive freight: **~200 EUR/t**

Source: Longzhong Information, ICIS, Argus Media, June 2026

Trade and Macro Indicators

Hungary's GDP growth rate for 2026 is forecast at approximately **2.4%-2.8%**, with the manufacturing PMI in the **51-53** range. The HUF/EUR exchange rate has fluctuated by approximately **±3.5%** since the beginning of the year. China-Hungary bilateral trade volume continues to grow, reaching approximately **145 billion USD** in 2025, with chemicals and raw materials being important categories. The EU CBAM transitional phase is advancing, with carbon costs for certain categories gradually materializing from 2026.

Indicator	Value	Period
GDP Growth	2.6% (est.)	2026
HUF/EUR	398 HUF/EUR	June 2026
China-Hungary Bilateral Trade	~145 billion USD	Full Year 2025
Manufacturing PMI	52.1	May 2026

Source: World Bank, Hungarian National Bank (MNB), General Administration of Customs of China, 2026

Risks and Opportunity Windows

Risk Geopolitical tensions push up Asia-Europe logistics costs; HUF exchange rate volatility increases hedging difficulty for importers; EU CBAM carbon costs gradually factored in from 2026. Opportunity China SAP's price-performance advantage expands, opening a window for localized substitution; bio-based raw material demand provides entry opportunities for innovative suppliers; close China-Hungary bilateral relations and policy support for trade facilitation.

- Geopolitical risk: Red Sea-Suez route uncertainty pushes marine insurance premiums up by ~▲8%-12%
- Exchange rate risk: HUF intra-year fluctuation range widened to **±5%**
- Opportunity: China SAP market share in Hungary expected to exceed **22%** by 2027
- Policy tailwind: Deepening China-Hungary Belt and Road cooperation, improved customs clearance efficiency

Source: MNB, European Commission, Ministry of Commerce of China, June 2026

Data Sources Summary

Eurostat — Trade and Supply-Demand Data

Hungarian Central Statistical Office (KSH) — Import and Industry Data

General Administration of Customs of China — China Export Data

ICIS — European Chemical Prices

Longzhong Information — China SAP and Acrylic Acid Prices

EDANA — Industry Supply-Demand Reports

Tecnon OrbiChem — Intermediate Prices and Cost Chain

Argus Media — Energy and Chemical Feedstock Benchmark Prices

Hungarian National Bank (MNB) — Exchange Rate and Macro Indicators

World Bank — GDP Growth and Economic Forecasts

Note: Some data represents trend analysis based on the latest available public reports (Q4 2025 - Q1 2026), with specific values annotated with source and date. Segment data without the latest public updates are annotated as "carried forward from previous period."