

Home Care in Greece

Market Direction | 2023-01-01 | 62 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Rising inflation and the resumption of pre-pandemic consumer behaviour were the key trends in 2022, with both factors leading to volume losses in home care in Greece, although losses in current value sales were mitigated to some extent from steep increases in current unit prices. Inflation is translating to significant price hikes and this, together with the decline in household incomes amid rising energy and fuel prices is resulting in local consumers not only becoming more price sensitive but...

Euromonitor International's Home Care in Greece market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Home Care in Greece
Euromonitor International
January 2023

List Of Contents And Tables

HOME CARE IN GREECE

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2017-2022

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 7 Distribution of Home Care by Format: % Value 2017-2022

Table 8 Distribution of Home Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Home Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price hikes affect volume sales of powder detergents in 2022

Sustainability is influencing category developments

Larger pack sizes gain market share as local consumers seek value for money

PROSPECTS AND OPPORTUNITIES

Sales of laundry sanitisers and textile disinfectants are set to collapse over the forecast period

Liquids and capsules will see increased penetration in laundry care

The sustainability trend is set to gather pace in the coming years

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2017-2022

Table 13 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 14 Sales of Laundry Aids by Category: Value 2017-2022

Table 15 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 16 Sales of Laundry Detergents by Category: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2017-2022
 Table 18 NBO Company Shares of Laundry Care: % Value 2018-2022
 Table 19 LBN Brand Shares of Laundry Care: % Value 2019-2022
 Table 20 □NBO Company Shares of Laundry Aids: % Value 2018-2022
 Table 21 □LBN Brand Shares of Laundry Aids: % Value 2019-2022
 Table 22 □NBO Company Shares of Laundry Detergents: % Value 2018-2022
 Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022
 Table 24 □Forecast Sales of Laundry Care by Category: Value 2022-2027
 Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

DISHWASHING IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation and the resumption of pre-pandemic consumer behaviour lead to a decline
 Innovation lies in unique claims, packaging and fragrance
 The green trend continues to thrive in Greece despite a gloomy economic climate

PROSPECTS AND OPPORTUNITIES

Short to medium term outlook for automatic dishwashing is threatened by a decline in disposable incomes
 Fragrance and packaging innovation and the green trend to gather pace
 Plant-based washing liquid from Planet opens a new segment

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2017-2022
 Table 28 Sales of Dishwashing by Category: % Value Growth 2017-2022
 Table 29 NBO Company Shares of Dishwashing: % Value 2018-2022
 Table 30 LBN Brand Shares of Dishwashing: % Value 2019-2022
 Table 31 Forecast Sales of Dishwashing by Category: Value 2022-2027
 Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Household disinfectants in Greece witness losses as COVID-19 fears fade
 Inflation and the resumption of pre-pandemic consumer behaviour lead to decline in surface care in 2022
 Sustainability is influencing developments, especially in packaging

PROSPECTS AND OPPORTUNITIES

Post-COVID rearrangements in the competitive landscape are expected
 'Green' brands will likely gain retail share
 Trigger sprays will drive growth in surface care over the forecast period

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2017-2022
 Table 34 Sales of Surface Care by Category: % Value Growth 2017-2022
 Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022
 Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022
 Table 37 NBO Company Shares of Surface Care: % Value 2018-2022
 Table 38 LBN Brand Shares of Surface Care: % Value 2019-2022
 Table 39 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022
 Table 40 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 42 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

BLEACH IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bleach benefits from its affordable profile during accelerating inflation

Klinex maintains its category dominance in 2022, albeit with some loss of share to private label

Supermarkets and hypermarkets gain share thanks to wide range of products across the price spectrum

PROSPECTS AND OPPORTUNITIES

Maturity and post-pandemic behaviour will affect future growth potential of bleach

Low investment from manufacturers will reflect category maturity

Environmental concerns may pose a threat to bleach in the coming years

CATEGORY DATA

Table 43 Sales of Bleach: Value 2017-2022

Table 44 Sales of Bleach: % Value Growth 2017-2022

Table 45 NBO Company Shares of Bleach: % Value 2018-2022

Table 46 LBN Brand Shares of Bleach: % Value 2019-2022

Table 47 Forecast Sales of Bleach: Value 2022-2027

Table 48 Forecast Sales of Bleach: % Value Growth 2022-2027

TOILET CARE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Maturity and price sensitivity hinders growth in toilet care in 2022

Developments slow down as category reaches maturity

Competition with bleach hinders growth for toilet liquids/foam

PROSPECTS AND OPPORTUNITIES

Rim blocks will remain the best performers in a category in decline

Fragrance and design will drive developments in ITBs over the forecast period

Competition with bleach will hinder growth in toilet liquids

CATEGORY DATA

Table 49 Sales of Toilet Care by Category: Value 2017-2022

Table 50 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 52 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 53 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 54 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shoe polish receives a boost in 2022 as local consumers return to pre-pandemic levels of activity

Metal, floor and furniture polishes are impacted by shifts in design and home decor

Sarantis consolidates its leading position in 2022 thanks to broad portfolio and investment

PROSPECTS AND OPPORTUNITIES

Shift from formal to casual footwear will hinder shoe polish sales

Camel will remain category leader for the foreseeable future

Floor, metal and furniture polishes expected to see sales collapse in the coming years

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 55 Sales of Polishes by Category: Value 2017-2022

Table 56 Sales of Polishes by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Polishes: % Value 2018-2022

Table 58 LBN Brand Shares of Polishes: % Value 2019-2022

Table 59 Forecast Sales of Polishes by Category: Value 2022-2027

Table 60 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising inflation takes its toll on retail value and volume sales in air care in 2022

Seasonality and the resumption of pre-pandemic consumer behaviour further impact the category

Premiumisation drives new product development in air care

PROSPECTS AND OPPORTUNITIES

Bleak outlook for air care as price-conscious Greek consumers rein in spending

Environmental concerns will impact spray/aerosol air fresheners as low growth potential discourages investment

Competition from economy alternatives will pose a threat to branded air care

CATEGORY DATA

Table 61 Sales of Air Care by Category: Value 2017-2022

Table 62 Sales of Air Care by Category: % Value Growth 2017-2022

Table 63 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 64 NBO Company Shares of Air Care: % Value 2018-2022

Table 65 LBN Brand Shares of Air Care: % Value 2019-2022

Table 66 Forecast Sales of Air Care by Category: Value 2022-2027

Table 67 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low temperatures in 2022 impact sales of home insecticides

Players vie for share as inflation impacts purchasing power

Aroxol prevails once again thanks to investment in new product range

PROSPECTS AND OPPORTUNITIES

Green products set gain visibility in home insecticides in the coming years

Dual use products will continue to drive growth in spray/aerosol insecticides

Price increases will impact category performance, leading to a decline in investment

CATEGORY DATA

Table 68 Sales of Home Insecticides by Category: Value 2017-2022

Table 69 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 70 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 71 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 72 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 73 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 74 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in Greece

Market Direction | 2023-01-01 | 62 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-19"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com