

## **Bath and Shower in Greece**

Market Direction | 2023-05-02 | 25 pages | Euromonitor

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### **Report description:**

During the pandemic, body wash/shower gel saw rising sales, profiting from the general rise in awareness of personal hygiene. In 2022, as these trends gradually wore out, volume sales declined, while value sales increased due to a rise in average unit price because of the inflationary wave. Promotional intensity (already very high, with 1+1, -50% or -40% being common) saw a further, small increase, but this took place on the basis of higher nominal unit prices, caused by inflation, which was, in...

Euromonitor International's Bath and Shower in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
May 2023

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Volume declines for body wash/shower gel and intimate washes

Hand sanitisers, liquid and bar soap see post-COVID-19 decline

Sustainability is key

#### **PROSPECTS AND OPPORTUNITIES**

Body wash/shower gel to stabilise, while the extension of reduced VAT key to forecast growth

Hand sanitisers to decline substantially, yet stay well-above pre-COVID-19 levels

Liquid soap also expected to decline post-COVID-19, yet retain some of its gains

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