

Deodorants in Greece

Market Direction | 2023-05-02 | 24 pages | Euromonitor

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Report description:

After witnessing a significant drop in volume sales in 2020, when lockdowns and the lack of socialising slashed consumption, deodorants were quick to recover in 2021 and 2022, making up their losses as consumers returned to normal living and consumption patterns. During 2022, the high rate of inflation and the rise in cost of raw materials pushed manufacturers to make significant price increases, and while promotional intensity remained strong (deodorants is a category with widespread, regular o...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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.

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Table of Contents:

Deodorants in Greece
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List Of Contents And Tables

DEODORANTS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive growth as deodorants recover post-COVID-19

"Natural" demand is present but still has some way to go in deodorants

No actual changes in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for deodorants

Prices set to keep increasing amidst ongoing inflationary waves

Positive outlook for men's deodorants

CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

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

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

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN GREECE

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

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