

Mass Beauty and Personal Care in Greece

Market Direction | 2023-05-02 | 26 pages | Euromonitor

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Report description:

Raging inflation was the single biggest factor impacting the market in 2022, and mass beauty and personal care was affected in different ways. Dramatically rising prices and slashed consumer disposable incomes put considerable pressure on volume sales of mass products, while value sales fared better due to the rise in average prices - which intense promotional activity by manufacturers failed to restrain. Meanwhile, the staple nature of key mass categories such as bath and shower, hair care, ora...

Euromonitor International's Mass Beauty and Personal Care 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass Beauty and Personal 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.

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