

Premium Beauty and Personal Care in Greece

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

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Report description:

The full reopening of beauty specialist retailers and department stores (so-called "selective distribution") in 2022, after nearly two years of lockdowns and restrictions for consumers (including access only upon demonstration of vaccination certificate and a limited number of consumers per retailing square metre) drove growth for the two key categories associated with these premises: premium colour cosmetics and premium fragrances. These two categories had been the most heavily impacted during...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Significant growth for premium colour cosmetics and fragrances, though they remain below pre-COVID-19 levels

Decline of premium skin care due to rampant inflation and tight consumer budgets

L'Oreal leads premium beauty and personal care, followed by Estee Lauder and Frezyderm

PROSPECTS AND OPPORTUNITIES

Premium colour cosmetics and fragrances to surpass their pre-COVID-19 levels during the forecast period

Positive outlook for premium skin care and sun care

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