

## **Beauty and Personal Care in Greece**

Market Direction | 2023-05-02 | 139 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

The return to a post-COVID-19 normality, but in the context of raging inflation accelerated by the war following the Russian invasion of Ukraine and a rampant energy crisis, was the big story underlying the performance of beauty and personal care in Greece in 2022. Having shown resilience during the pandemic because of the staple nature of many of its product categories and the enhanced performance of supermarkets, pharmacies and online merchants, beauty and personal care nevertheless suffered b...

Euromonitor International's 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scott-international.com](http://www.scott-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Beauty and Personal Care in Greece  
Euromonitor International  
May 2023

List Of Contents And Tables

### **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 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

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

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

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

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

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

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **MASS BEAUTY AND PERSONAL CARE IN GREECE**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Raging inflation puts pressure on volume sales of mass products, yet gives them a comparative advantage over premium ones

Post-COVID-19 decline for mass categories that benefited during the pandemic

L'Oreal Hellas leads, followed by GR Sarantis SA, while private label products expand

#### **PROSPECTS AND OPPORTUNITIES**

Steady, moderate value growth for mass beauty and personal care

Inflation to keep putting pressure on unit prices, despite high promotional intensity

Mass products to increasingly acquire characteristics from the premium market

#### **CATEGORY DATA**

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

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

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

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

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

#### PREMIUM BEAUTY AND PERSONAL CARE IN GREECE

##### 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

Innovation, sustainability, inclusivity and ever-increasing significance of online presence

##### CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

#### BABY AND CHILD-SPECIFIC PRODUCTS IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Baby and child-specific toiletries volume sales under demographic and economic pressure

Ongoing healthy growth for baby and child-specific sun care

Mega Disposables leads the market

##### PROSPECTS AND OPPORTUNITIES

Stagnation for baby and child-specific toiletries due to demographic pressure

Further potential for baby and child-specific sun care

Ongoing high promotional intensity in an effort to mitigate the impact of inflation

##### CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

#### BATH AND SHOWER IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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

#### CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2017-2022

Table 35 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 37 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 38 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 40 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

#### COLOUR COSMETICS IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Repercussions of COVID-19 and raging inflation impact colour cosmetics' road to recovery

Bold colours, value for money, health and wellness and sustainability in the spotlight

L'Oreal further extends its lead in 2022

##### PROSPECTS AND OPPORTUNITIES

Recovery for colour cosmetics underway, but will take more time

Developments to be driven by innovation, "skinification" and sustainability

Acceleration of trends generated via social media

#### CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

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

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

Table 47 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 48 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 49 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 50 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

#### 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 54 Sales of Deodorants 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 55 Sales of Deodorants by Category: % Value Growth 2017-2022  
Table 56 Sales of Deodorants by Premium vs Mass: % Value 2017-2022  
Table 57 NBO Company Shares of Deodorants: % Value 2018-2022  
Table 58 LBN Brand Shares of Deodorants: % Value 2019-2022  
Table 59 LBN Brand Shares of Premium Deodorants: % Value 2019-2022  
Table 60 Forecast Sales of Deodorants by Category: Value 2022-2027  
Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027  
Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

#### DEPILATORIES IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Inflation and economic hardship take toll on depilatories  
Rising costs drive unit prices up during 2022, a year also marked by the full reopening of salons  
Established multinational brands dominate depilatories

##### PROSPECTS AND OPPORTUNITIES

Depilatories to keep declining amidst rising prices and competition with salons  
Negative outlook for women's razors and blades  
Slightly milder volume decline anticipated for hair removers/bleaches

##### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2017-2022  
Table 64 Sales of Depilatories by Category: % Value Growth 2017-2022  
Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022  
Table 66 NBO Company Shares of Depilatories: % Value 2018-2022  
Table 67 LBN Brand Shares of Depilatories: % Value 2019-2022  
Table 68 Forecast Sales of Depilatories by Category: Value 2022-2027  
Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

#### FRAGRANCES IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Premium fragrances on the road to win back ground lost to COVID-19  
Mass fragrances continue to decline after lockdown-fuelled rise  
Sarantis dominates mass fragrances and ranks second in premium ones

##### PROSPECTS AND OPPORTUNITIES

Premium fragrances to recover as consumers return to their normal routines  
Mass men's fragrances set to stagnate over the forecast period  
Shelf space, but for whom?

##### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2017-2022  
Table 71 Sales of Fragrances by Category: % Value Growth 2017-2022  
Table 72 NBO Company Shares of Fragrances: % Value 2018-2022  
Table 73 LBN Brand Shares of Fragrances: % Value 2019-2022  
Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022  
Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022  
Table 76 Forecast Sales of Fragrances by Category: Value 2022-2027  
Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

#### HAIR CARE IN GREECE

##### KEY DATA FINDINGS

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## 2022 DEVELOPMENTS

Inflation takes toll on volume sales, while value sales perform better

"Skinification of hair" trend in full swing, as hyaluronic is the star ingredient of 2022

Full opening of salons takes toll on colourants, while salon professional hair care increases

## PROSPECTS AND OPPORTUNITIES

Hair care expected to stabilise over the forecast period, specialisation to continue

Growing importance of "skinification"

Salon professional hair care set to keep growing, colourants will hold its ground

## CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2017-2022

Table 79 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 81 NBO Company Shares of Hair Care: % Value 2018-2022

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 83 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 84 LBN Brand Shares of Colourants: % Value 2019-2022

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 86 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 88 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## MEN'S GROOMING IN GREECE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growing popularity of men-specific toiletries

Men's shaving keeps declining

Procter and Gamble Hellas SA leads men's grooming, followed by GR Sarantis SA and Elais-Unilever Hellas SA

## PROSPECTS AND OPPORTUNITIES

Significant potential for men's toiletries, which are projected to keep increasing

Stagnant sales for men's shaving over the forecast period

Men's skin care has ample room for growth

## CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2017-2022

Table 92 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 95 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 96 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 98 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

## ORAL CARE IN GREECE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Despite market turmoil, key categories show marginal volume decline

Inflation, promotional intensity and sustainability

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Global brands dominate the market with no dramatic changes

#### PROSPECTS AND OPPORTUNITIES

Key, staple oral care categories to see stable volume sales and increasing value due to rising prices

Differentiated performance anticipated across secondary categories

Promotional intensity to remain strong

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2017-2022

Table 101 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 102 Sales of Toothbrushes by Category: Value 2017-2022

Table 103 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 105 NBO Company Shares of Oral Care: % Value 2018-2022

Table 106 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 108 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 109 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

#### SKIN CARE IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Amidst rampant inflation, the key anti-agers category declines but remains eventful trend-wise

Decline and trading down across most categories due to slashed disposable incomes

L'Oreal Hellas SA continues to lead skin care in Greece

#### PROSPECTS AND OPPORTUNITIES

Skin care to resume positive growth driven by key category of anti-agers

Lack of significant prospects for basic moisturisers, masks and premium cleansers, but better potential for mass cleansers and premium acne treatments

Customisation, naturalness, sustainability and technology will be increasingly prominent in future developments

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2017-2022

Table 114 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 115 NBO Company Shares of Skin Care: % Value 2018-2022

Table 116 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 118 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 119 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 122 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### SUN CARE IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Rising awareness and momentum of tourism fuel growth for sun care

Easy-to-apply and big formats, facial care and high SPF in the spotlight

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

L'Oreal Hellas continues to lead sun care

#### PROSPECTS AND OPPORTUNITIES

Tourist industry momentum to sustain strong growth in sun care

Rising awareness, specialisation and skin protection to further fuel growth

Sustainability to become increasingly important

#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2017-2022

Table 125 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 126 NBO Company Shares of Sun Care: % Value 2018-2022

Table 127 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 129 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

**Beauty and Personal Care in Greece**

Market Direction | 2023-05-02 | 139 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@scott's-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@scott's-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="2026-02-22"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com