

Consumer Health in Greece

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Report description:

Inflation is a key factor influencing the consumer health market in Greece, with price hikes being seen across most categories. Even though increases in prices vary by brand, most products have been subject to hikes. This has not had the same effect upon all categories, however. In the cases of analgesics or cough, cold and allergy (hay fever) remedies, there have not been significant changes in consumer behaviour. Even though inflation has been affecting not only consumer health retail prices,...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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:

Consumer Health in Greece
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List Of Contents And Tables

CONSUMER HEALTH IN GREECE

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surge in illness drives growth

Topical analgesics sales continue to grow

Vian SA expands its portfolio

PROSPECTS AND OPPORTUNITIES

Ibuprofen sales grow, but acetaminophen to lead sales

Diversity in marketing strategies

Topical analgesics will continue to attract investment

CATEGORY DATA

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Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in respiratory illness leads to an increase in sales

Herbal alternatives gain market share

Price hikes do not take a toll upon performance

PROSPECTS AND OPPORTUNITIES

Migration to herbal alternatives set to contribute to value growth

Changes in consumer behaviour are unfavourable to volume growth

High degree of self-medication

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

The penetration of herbal/traditional products is growing

Positive impact of the market re-opening

Competition with dietary supplements affects performance

PROSPECTS AND OPPORTUNITIES

Increase in consumer awareness about nutrition hinders growth

Paediatric digestive remedies to attract more investment

Herbal/traditional options to gain market share

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic normalisation

Category remains subject to high seasonality

Demographics key to nappy rash treatments category

PROSPECTS AND OPPORTUNITIES

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Shrinking disposable incomes will have an impact on performance
Migration to herbal alternatives and high penetration of under the counter sales of Rx affect potential
Minor fluctuations forecast in the competitive landscape

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023
Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

NRT SMOKING CESSATION AIDS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes lead to value growth
NRT smoking cessations aids remains a monopoly
Competition with new generation of tobacco products hinders growth

PROSPECTS AND OPPORTUNITIES

Decline in smoking prevalence is hindering future growth
High retail price is an obstacle to performance
Competitive landscape to remain consolidated

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023
Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023
Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023
Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023
Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028
Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

SLEEP AIDS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Melatonin-based products drive growth
Socio-economic developments are favourable to sector performance
Consumer awareness is growing and social taboos are subsiding

PROSPECTS AND OPPORTUNITIES

Sleep aids gaining essential status?
Investment will remain high
Growth in CBD could hinder sleep aids' performance

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023
Table 45 Sales of Sleep Aids: % Value Growth 2018-2023
Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023
Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023
Table 48 Forecast Sales of Sleep Aids: Value 2023-2028
Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

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EYE CARE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifts in marketing approach lead to growth

Demographics are favourable to positive performance

Premiumisation contributes to value growth

PROSPECTS AND OPPORTUNITIES

Saharan dust set to remain a key growth driver

Digital eye strain will contribute to an increase in demand

Demographics set to remain favourable to performance

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

WOUND CARE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures lead to price hikes

Re-opening of the market drives volume growth

Added value products being introduced

PROSPECTS AND OPPORTUNITIES

Shrinking disposable incomes set to hinder growth

Maturity and low investment will affect category performance

Targeting niche audiences presents opportunities

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales normalisation post-pandemic

Multivitamins outperforming single vitamins

Notwithstanding decline, investment remains high

PROSPECTS AND OPPORTUNITIES

Delivery formats to attract more attention

Immune support to remain high

Will multivitamins become the new big thing?

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

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Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Probiotics a key growth driver

The momentum of zinc is fading

Combination supplements continues to attract investment

PROSPECTS AND OPPORTUNITIES

Pandemic has changed consumer perceptions and behaviour

Shrinking disposable incomes to take a toll

Probiotics to remain a growth driver despite maturity

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Over-promising claims result in loss of consumer trust

Re-positioning of category to stimulate consumer interest

Decline in disposable incomes and post-COVID-19 urge for indulgence become key obstacles to recovery

PROSPECTS AND OPPORTUNITIES

Changes in dieting trend will continue to affect demand

Wellbeing to become a driver for developments

Competition with sports nutrition to affect performance

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition with weight management

Vegan products begin to gain market share

Competition with vitamins and dietary supplements

PROSPECTS AND OPPORTUNITIES

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Strong investment to secure growth
Lifestyle trends are favourable for a positive performance
E-commerce to gain share

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023
Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023
Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028
Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional cough, cold and allergy (hay fever) remedies benefits from surge in respiratory illness
Herbal/traditional digestive remedies posts a strong increase
GSK Consumer Healthcare expands its portfolio

PROSPECTS AND OPPORTUNITIES

Herbal/traditional digestive remedies to register an increase in sales
Herbal/traditional cough, cold and allergy (hay fever) remedies set to maintain healthy growth
Product variety and investment set to accelerate

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023
Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023
Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028
Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

The re-opening of the market leads to growth
Growth in paediatric vitamins and dietary supplements is slowing down
Herbal/traditional products a key growth driver for paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Paediatricians to retain a key role
Herbal products set to outperform standard options
Paediatric vitamins and dietary supplements to remain under the spotlight

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023
Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023
Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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