

Personal Care Appliances in Greece

Market Direction | 2023-12-20 | 36 pages | Euromonitor

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Report description:

Value growth in hair care appliances was driven by air styling brushes in 2023, a relatively new category in Greece, posting a strong increase in growth. The value increase also benefited from the entry of Dyson products, which have a retail price far higher than the landscape average. Hair dryers and hair straighteners both posted an increase in sales during 2022 and 2023. However, these were milder compared to the value growth of air stylers, as there is a wider range of products at different...

Euromonitor International's Personal Care Appliances 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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