

## Home Care in Greece

Market Direction | 2024-02-22 | 68 pages | Euromonitor

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### Report description:

Overall inflationary pressures eased in Greece in 2023, compared to the inflation spikes seen in 2022. However, despite this improving economic environment, inflation remains high on home care products. Such pressures derive from the rise in energy prices, transport, raw materials, and packaging costs, which was first triggered by the era of the pandemic and associated supply chain disruptions, then further compounded by the event of the Russia-Ukraine war, followed by other geopolitical and com...

Euromonitor International's Home Care in Greece market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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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Sustainability is the key trend driving new product developments

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