

Laundry Care in Greece

Market Direction | 2024-02-22 | 25 pages | Euromonitor

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Report description:

Despite laundry care remaining in a negative volume slump, value sales remain supported by the higher prices in the category, as the notable players are big global names. Indeed, Procter & Gamble Hellas SA and Unilever Hellas SA are the top two names, in very close competition. Consumers tend to be fairly loyal to their favourite brands in laundry care (bucking the overall home care trend), thus less likely to trade down in this particular category. Therefore, volume growth is influenced by the...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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.

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