

Menstrual Care in Greece

Market Direction | 2024-03-07 | 21 pages | Euromonitor

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Report description:

In 2023, the menstrual care landscape in Greece was impacted by rising production costs and supply chain pressures, which urged companies to increase retail prices. This led to overall positive, double-digit retail value growth. To continue attracting consumers, players focused on offering promotions and implementing regular discounts, leading retail volume sales to remain positive. As such, trading down to private labels was not heavily noted. Instead, women preferred to buy their favoured brand...

Euromonitor International's Menstrual 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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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Table of Contents:

Menstrual Care in Greece
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List Of Contents And Tables

MENSTRUAL CARE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases impact product developments on the menstrual care landscape

Eco-friendly menstrual products gain ground in Greece

Sustainability drives innovation and product developments in menstrual care

PROSPECTS AND OPPORTUNITIES

Competition with alternative menstrual products is set to gather pace

Tampons remains seasonal as sales peak in the summer months

Demographics are unfavourable to the performance of menstrual care products

CATEGORY DATA

Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 3 Retail Sales of Tampons by Application Format: % Value 2018-2023

Table 4 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 5 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 6 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 7 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN GREECE

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 8 Birth Rates 2018-2023

Table 9 Infant Population 2018-2023

Table 10 Female Population by Age 2018-2023

Table 11 Total Population by Age 2018-2023

Table 12 Households 2018-2023

Table 13 Forecast Infant Population 2023-2028

Table 14 Forecast Female Population by Age 2023-2028

Table 15 Forecast Total Population by Age 2023-2028

Table 16 Forecast Households 2023-2028

MARKET DATA

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 19 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 20 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

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Table 21 □ Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 22 □ Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 23 □ Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 24 □ Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 25 □ Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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