

Bath and Shower in Greece

Market Direction | 2024-04-22 | 25 pages | Euromonitor

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Report description:

In 2023, growth in the largest subcategory in beauty and personal care in Greece, body wash/shower gel, was driven by price increases and tourism. Private label registered brand share growth owing to the tightening of household budgets.

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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2023 DEVELOPMENTS

Category growth predominantly driven by inflation-related price rises in 2023

Local consumers return to pre-pandemic health habits, impacting volume sales of several categories

Elais Unilever leads bath and shower, followed by Colgate-Palmolive

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