

## **Beauty and Personal Care in Greece**

Market Direction | 2024-04-22 | 133 pages | Euromonitor

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### **Report description:**

High inflation and its subsequent impact on local consumers' disposable income significantly impacted purchasing habits and brand developments across beauty and personal care in Greece in 2023.

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

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 Beauty and Personal 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.

### **Table of Contents:**

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List Of Contents And Tables

**BEAUTY AND PERSONAL CARE IN GREECE**

**EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

**MARKET DATA**

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

**DISCLAIMER**

**SOURCES**

Summary 1 Research Sources

**MASS BEAUTY AND PERSONAL CARE IN GREECE**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Price rises drive current value growth as volume sales stagnate

Mass products affected by consumer price sensitivity in 2023

L'Oreal Hellas leads, followed by GR Sarantis SA, while private label grows rapidly

**PROSPECTS AND OPPORTUNITIES**

Rising unit prices set to reinforce value sales, but volume sales will remain limited

Inflation will remain a key issue in the short term for beauty and personal care

Premiumisation will be seen in mass beauty and personal care products

**CATEGORY DATA**

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

**PREMIUM BEAUTY AND PERSONAL CARE IN GREECE**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

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Dermocosmetics drive growth for premium skin care in Greece in 2023

E-commerce continues to benefit from investment in e-pharmacies

L'Oreal leads premium beauty and personal care, followed by Estee Lauder and Frezyderm

#### PROSPECTS AND OPPORTUNITIES

Dermocosmetics set to continue driving growth for premium skin care

Delayed recovery for premium colour cosmetics and fragrances

Significant growth potential for salon professional hair care and premiumisation

#### CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

#### BABY AND CHILD-SPECIFIC PRODUCTS IN GREECE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Demographics puts pressure on volume sales, with current value sales boosted by inflation

Organic and natural products remain in focus

Mega Disposables continued to lead the field

#### PROSPECTS AND OPPORTUNITIES

Demographic outlook offers little scope for growth in the years ahead

Inflation and sustainability-driven premiumisation are on the cards for baby and child-specific products

Sun care is a bright exception to Greece's demographic deadlock

#### CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

#### BATH AND SHOWER IN GREECE

##### KEY DATA FINDINGS

##### 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

#### PROSPECTS AND OPPORTUNITIES

Stable performance for body wash/shower gel, with further price increases ahead

Stagnation anticipated for liquid and bar soaps

Hand sanitisers set to keep shrinking, post-pandemic

#### CATEGORY DATA

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Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## COLOUR COSMETICS IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and tight consumer budgets hinder post-COVID volume recovery

Health and wellness, self-expression and lasting power remain key trends

L'Oreal retains and extends leadership

### PROSPECTS AND OPPORTUNITIES

Colour cosmetics to keep growing but full recovery will take time

The ever-expanding role of technology will continue apace

Innovation, "skinification", sustainability and inclusivity set to drive developments

### CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## DEODORANTS IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy volume growth due to increased use

Current value growth largely due to inflation

Elais Unilever Hellas SA leads deodorants, followed by GR Sarantis SA

### PROSPECTS AND OPPORTUNITIES

Potential for further growth of deodorants

Prices to increase further in 2024 and then begin to stabilise

Men's deodorants set to keep growing in the years ahead

### CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

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Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Veet campaign helps boost sales of hair removers and bleaches

Post-pandemic decline for women's razors and blades

Depilatories dominated by multinational brands

### PROSPECTS AND OPPORTUNITIES

Uncertain future for hair removers and bleaches

Women's razors and blades set to stagnate but remain relevant amidst ongoing consumer strain

Men's depilatories have a promising outlook

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation squeezes budgets and delays recovery for premium fragrances

Mass fragrances keep declining after lockdown-fuelled rise and amidst inflation

GR Sarantis continues to lead fragrances overall in 2023

### PROSPECTS AND OPPORTUNITIES

Inflation-driven turmoil will continue to delay recovery for premium fragrances

Mass fragrances set to run out of steam in the coming years

Demand for sustainable packaging expected to gather pace

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales driven by inflation as volume sales stagnate

"Skinification" and specialisation in the spotlight

Consolidation in a market characterised by high levels of investment and innovation

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## PROSPECTS AND OPPORTUNITIES

Stability for shampoos, bigger growth potential for conditioners and treatments

Developments to keep revolving around hybrid products and "skinification"

Stabilisation at high level for colourants, return to growth for styling agents

## CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## MEN'S GROOMING IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased focus on men-specific grooming benefits category in 2023

Men's shaving volume continues to decline due to old-fashioned profile

Procter & Gamble Hellas SA continues to lead men's grooming, followed by GR Sarantis SA and Elais-Unilever Hellas SA

## PROSPECTS AND OPPORTUNITIES

Further growth potential for men's toiletries

Clean beauty trend may boost men's shaving in the years ahead

Men's skin care to grow as Greek consumers become increasingly looks-conscious

## CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## ORAL CARE IN GREECE

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and premiumisation drives current value growth for toothpaste in 2023

Price-conscious local consumers seek multipacks and cut down on non-essentials

Established global brands leave little room for smaller players

## PROSPECTS AND OPPORTUNITIES

Further growth anticipated for the key category of manual toothbrushes

Whitening and therapeutic segments set to keep driving current value growth for toothpaste

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Inflation will normalise, but promotional campaigns will intensify

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN GREECE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Increasing consumer interest for premium skin care

Premium skin care is on the rise thanks to increased consumer awareness

L'Oreal Hellas SA remains the undisputed leader in skin care in Greece in 2023

##### PROSPECTS AND OPPORTUNITIES

Further growth potential for skin care and key category of anti-agers

Acne treatments and cleansers set to keep growing

Sustainability concerns will drive packaging development in the years ahead

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN GREECE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growth for sun protection in Greece in 2023

High SPFs, convenient formats and skin care benefits are in demand

L'Oreal Hellas remains the undisputable leader in sun care

##### PROSPECTS AND OPPORTUNITIES

Further growth potential thanks to tourism and all-season sun protection

High levels of discernment among local consumers will drive developments in the category

Sustainability concerns may clash with the convenience factor

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#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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