

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

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

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### **Report description:**

Strong price increases in supermarkets as a result of inflation was the biggest factor influencing the performance of mass beauty and personal care in Greece in 2023. Many local consumers selected shopping destinations based on offers and discounts on specific products at the time and were keen to cut down on any non-essential purchases. This was demonstrated in two key categories of mass products, body wash/shower gel and standard shampoos, which saw volume sales stagnate and decline in 2023, w...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

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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

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