

Personal Care Appliances in Greece

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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Report description:

Personal care appliances in Greece continued to see strong, if slower, retail volume growth in 2024. Notwithstanding the maturity in the largest category, hair dryers, hair care appliances continued to outperform personal care appliances as a whole in retail volume growth terms at the end of the review period. Hair styling appliances performed well, driven by the momentum of hair styling brushes. Given their higher retail prices, retail value growth in hair care appliances was primarily driven b...

Euromonitor International's Personal Care Appliances 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 2020-2024, 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, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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