

Nappies/Diapers/Pants in Greece

March 2025

Table of Contents

Nappies/Diapers/Pants in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price reductions and birth rate decline hinder growth

Competitive landscape: A highly consolidated market

Supermarkets retain the largest share, but e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Declining birth rates to challenge growth

E-commerce to continue disrupting supermarket sales

Innovation focused on larger pack sizes and value for money

CATEGORY DATA

- Table 1 Retail Sales of Nappies/Diapers/Pants by Category: Value 2019-2024
- Table 2 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2020-2024
- Table 4 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2021-2024
- Table 5 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2024-2029
- Table 6 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2024-2029

Tissue and Hygiene in Greece - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2019-2024
- Table 8 Infant Population 2019-2024
- Table 9 Female Population by Age 2019-2024
- Table 10 Total Population by Age 2019-2024
- Table 11 Households 2019-2024
- Table 12 Forecast Infant Population 2024-2029
- Table 13 Forecast Female Population by Age 2024-2029
- Table 14 Forecast Total Population by Age 2024-2029
- Table 15 Forecast Households 2024-2029

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nappies-diapers-pants-in-greece/report.