



# Beauty and Personal Care in Greece

May 2025

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Pharmacies gain share as parents’ trust in the channel increases

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Premiumisation is expected to be the key driver of value growth across the forecast period  
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### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Retail e-commerce gains share as consumers appreciate competitive pricing

### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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L'Oréal Hellas continues to lead with a portfolio of mass and premium brands

Physical pharmacies lead distribution, outperforming online counterparts

### PROSPECTS AND OPPORTUNITIES

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- L'Oréal Hellas continues to lead while improving its share in premium beauty and personal care
- The cost-of-living crisis impacts certain premium products while others continue to thrive

PROSPECTS AND OPPORTUNITIES

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Mass Beauty and Personal Care in Greece

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Pricing regulations drive sales but hinders value growth for staple products

L'Oréal Hellas leads, while domestic player GR Sarantis records the strongest uplift in share

Some consumers shift from premium to mass offerings to save costs during 2024

PROSPECTS AND OPPORTUNITIES

Moderate growth for staple mass beauty and personal care products

Price point and promotions are set to remain key to the purchasing decision

Mass products will increasingly offer premium features, driving value growth

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