



Euromonitor
International

Skin Care in Greece

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Dermocosmetics drive sales as consumers seek active ingredients and medical benefits
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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Beauty and Personal Care in Greece - Industry Overview

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DISCLAIMER

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