



# Personal Care Appliances in Greece

December 2023

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## Personal Care Appliances in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air dryer brushes and stylers drive value growth in hair care appliances  
Body shavers drive value growth, driven by sales of epilators  
Premium brands to continue gaining share despite rising levels of inflations

#### PROSPECTS AND OPPORTUNITIES

High penetration of hair appliances challenges ongoing retail volume growth  
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