



Euromonitor  
International

# Fragrances in Greece

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances drives growth as mass products face challenges during inflation  
GR Sarantis SA gains momentum, offering a mix of premium and mass market fragrances  
Beauty specialists lead as consumers appreciate discovery new fragrances in person

PROSPECTS AND OPPORTUNITIES

Men's options and niche brands are expected to drive growth for premium fragrances  
Stagnation for mass fragrances expected as competition from affordable and premium goods rises  
Sustainability and rising prominence of online retailers will shape consumer habits

CATEGORY DATA

- Table 1 - Sales of Fragrances by Category: Value 2019-2024
- Table 2 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 4 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 7 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Beauty and Personal Care in Greece - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- Key Trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care ?

MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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