



Euromonitor
International

Bath and Shower in Greece

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Government-led price declines negatively impact retail value growth but support volume sales
Elais Unilever Hellas SA leads, while domestic player Papoutsanis PD SA improves its position
Supermarkets led sales while retail e-commerce improves its performance

PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to drive growth in body wash/shower gel
There are limited growth opportunities for both liquid soap and bar soap
Hand sanitisers is predicted to stabilises at levels higher than pre-COVID-19

CATEGORY DATA

- Table 1 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
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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

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- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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