



Men's Grooming in Greece

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Men’s grooming post growth, however, sales are challenged by unisex offerings
Procter & Gamble Hellas SA maintains its top spot due to key brands
Retail e-commerce gains share as consumers appreciate competitive pricing

PROSPECTS AND OPPORTUNITIES

Men's toiletries is set to grow further, bolstered by bath and shower products
Growth for men's skin care and hair care is set to be challenged by unisex products
The rise of a groomed appearance may support sales of men's shaving products

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Beauty and Personal Care in Greece - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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