



Euromonitor
International

Baby and Child-Specific Products in Greece

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The demographic decline challenges sales, however, premium products drive growth
Mega Disposables retains its lead while L’Oréal records an uplift in share
Pharmacies gain share as parents’ trust in the channel increases

PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to be the key driver of value growth across the forecast period
Innovation is set to focus on natural and organic launches, aligning with consumer demands
Slowing birthrates will require a focus on innovation to drive value growth

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Beauty and Personal Care in Greece - Industry Overview

EXECUTIVE SUMMARY

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Competitive landscape
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DISCLAIMER

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