

Laundry Care in Greece

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Table of Contents

Laundry Care in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price per wash stabilises as the government intervenes Private label on the rise as incomes are squeezed Green claims remain under the spotlight

PROSPECTS AND OPPORTUNITIES

Liquid detergents to remain the best performing format Quick and cold wash formulations set to drive new product development and innovation Consumer price sensitivity should continue to benefit private label sales

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2019-2024 Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024 Table 4 - Sales of Laundry Aids by Category: Value 2019-2024 Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024 Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024 Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024 Table 8 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024 Table 9 - NBO Company Shares of Laundry Care: % Value 2020-2024 Table 10 - LBN Brand Shares of Laundry Care: % Value 2021-2024 Table 11 - NBO Company Shares of Laundry Aids: % Value 2020-2024 Table 12 - LBN Brand Shares of Laundry Aids: % Value 2021-2024 Table 13 - NBO Company Shares of Laundry Detergents: % Value 2020-2024 Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2024 Table 15 - Forecast Sales of Laundry Care by Category: Value 2021-2024 Table 16 - Forecast Sales of Laundry Care by Category: Walue 2021-2024

Home Care in Greece - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 17 - Households 2019-2024

MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2019-2024
Table 19 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 20 - NBO Company Shares of Home Care: % Value 2020-2024
Table 21 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 23 - Distribution of Home Care by Format: % Value 2019-2024

Table 24 - Distribution of Home Care by Format and Category: % Value 2024

Table 25 - Forecast Sales of Home Care by Category: Value 2024-2029Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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