



Euromonitor
International

Mass Beauty and Personal Care in Greece

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Pricing regulations drive sales but hinders value growth for staple products
L'Oréal Hellas leads, while domestic player GR Sarantis records the strongest uplift in share
Some consumers shift from premium to mass offerings to save costs during 2024

PROSPECTS AND OPPORTUNITIES

Moderate growth for staple mass beauty and personal care products
Price point and promotions are set to remain key to the purchasing decision
Mass products will increasingly offer premium features, driving value growth

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Beauty and Personal Care in Greece - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-greece/report.