

Deodorants in Greece

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth due to increased use
Current value growth largely due to inflation
Elais Unilever Hellas SA leads deodorants, followed by GR Sarantis SA

PROSPECTS AND OPPORTUNITIES

Potential for further growth of deodorants
Prices to increase further in 2024 and then begin to stabilise
Men's deodorants set to keep growing in the years ahead

CATEGORY DATA

- Table 1 - Sales of Deodorants by Category: Value 2018-2023
- Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
- Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023
- Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
- Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028
- Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
- Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Beauty and Personal Care in Greece - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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