Beauty and Personal Care in Greece

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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2022 DEVELOPMENTS

Baby and child-specific toiletries volume sales under demographic and economic pressure
Ongoing healthy growth for baby and child-specific sun care
Mega Disposables leads the market

PROSPECTS AND OPPORTUNITIES

Stagnation for baby and child-specific toiletries due to demographic pressure
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Ongoing high promotional intensity in an effort to mitigate the impact of inflation

CATEGORY DATA

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Bath and Shower in Greece
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2022 DEVELOPMENTS

Volume declines for body wash/shower gel and intimate washes
Hand sanitisers, liquid and bar soap see post-COVID-19 decline
Sustainability is key

PROSPECTS AND OPPORTUNITIES

Body wash/shower gel to stabilise, while the extension of reduced VAT key to forecast growth
Hand sanitisers to decline substantially, yet stay well-above pre-COVID-19 levels
Liquid soap also expected to decline post-COVID-19, yet retain some of its gains

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Colour Cosmetics in Greece

KEY DATA FINDINGS

2022 DEVELOPMENTS

Repercussions of COVID-19 and raging inflation impact colour cosmetics' road to recovery
Bold colours, value for money, health and wellness and sustainability in the spotlight
L’Oréal further extends its lead in 2022

PROSPECTS AND OPPORTUNITIES

Recovery for colour cosmetics underway, but will take more time
Developments to be driven by innovation, “skinification” and sustainability
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Deodorants in Greece

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Positive growth as deodorants recover post-COVID-19

“Natural” demand is present but still has some way to go in deodorants
No actual changes in the competitive landscape

PROSPECTS AND OPPORTUNITIES

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Prices set to keep increasing amidst ongoing inflationary waves
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CATEGORY DATA

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Depilatories in Greece

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Inflation and economic hardship take toll on depilatories
Rising costs drive unit prices up during 2022, a year also marked by the full reopening of salons
Established multinational brands dominate depilatories

PROSPECTS AND OPPORTUNITIES

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Negative outlook for women’s razors and blades
Slightly milder volume decline anticipated for hair removers/bleaches

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Fragrances in Greece

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium fragrances on the road to win back ground lost to COVID-19
Mass fragrances continue to decline after lockdown-fuelled rise
Sarantis dominates mass fragrances and ranks second in premium ones

PROSPECTS AND OPPORTUNITIES

Premium fragrances to recover as consumers return to their normal routines
Mass men’s fragrances set to stagnate over the forecast period
Shelf space, but for whom?

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Hair Care in Greece

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Inflation takes toll on volume sales, while value sales perform better
“Skinification of hair” trend in full swing, as hyaluronic is the star ingredient of 2022
Full opening of salons takes toll on colourants, while salon professional hair care increases

PROSPECTS AND OPPORTUNITIES
Hair care expected to stabilise over the forecast period, specialisation to continue
Growing importance of “skinification”
Salon professional hair care set to keep growing, colourants will hold its ground

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Men's Grooming in Greece

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2022 DEVELOPMENTS
Growing popularity of men-specific toiletries
Men's shaving keeps declining
Procter and Gamble Hellas SA leads men’s grooming, followed by GR Sarantis SA and Elais-Unilever Hellas SA

PROSPECTS AND OPPORTUNITIES
Significant potential for men’s toiletries, which are projected to keep increasing
Stagnant sales for men’s shaving over the forecast period
Men’s skin care has ample room for growth
KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite market turmoil, key categories show marginal volume decline
Inflation, promotional intensity and sustainability
Global brands dominate the market with no dramatic changes

PROSPECTS AND OPPORTUNITIES

Key, staple oral care categories to see stable volume sales and increasing value due to rising prices
Differentiated performance anticipated across secondary categories
Promotional intensity to remain strong

KEY DATA FINDINGS

2022 DEVELOPMENTS

Amidst rampant inflation, the key anti-agers category declines but remains eventful trend-wise
Decline and trading down across most categories due to slashed disposable incomes
L’Oréal Hellas SA continues to lead skin care in Greece

PROSPECTS AND OPPORTUNITIES

Skin care to resume positive growth driven by key category of anti-agers
Lack of significant prospects for basic moisturisers, masks and premium cleansers, but better potential for mass cleansers and premium acne treatments
Customisation, naturalness, sustainability and technology will be increasingly prominent in future developments
KEY DATA FINDINGS

2022 DEVELOPMENTS
Rising awareness and momentum of tourism fuel growth for sun care
Easy-to-apply and big formats, facial care and high SPF in the spotlight
L’Oréal Hellas continues to lead sun care

PROSPECTS AND OPPORTUNITIES
Tourist industry momentum to sustain strong growth in sun care
Rising awareness, specialisation and skin protection to further fuel growth
Sustainability to become increasingly important

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2022 DEVELOPMENTS
Significant growth for premium colour cosmetics and fragrances, though they remain below pre-COVID-19 levels
Decline of premium skin care due to rampant inflation and tight consumer budgets
L’Oréal leads premium beauty and personal care, followed by Estée Lauder and Frezyderm

PROSPECTS AND OPPORTUNITIES
Premium colour cosmetics and fragrances to surpass their pre-COVID-19 levels during the forecast period
Positive outlook for premium skin care and sun care
Innovation, sustainability, inclusivity and ever-increasing significance of online presence

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2022 DEVELOPMENTS

Raging inflation puts pressure on volume sales of mass products, yet gives them a comparative advantage over premium ones.

Post-COVID-19 decline for mass categories that benefited during the pandemic.

L’Oréal Hellas leads, followed by GR Sarantis SA, while private label products expand.

PROSPECTS AND OPPORTUNITIES

Steady, moderate value growth for mass beauty and personal care.

Inflation to keep putting pressure on unit prices, despite high promotional intensity.

Mass products to increasingly acquire characteristics from the premium market.

CATEGORY DATA

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