

Personal Care Appliances in Greece

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Personal Care Appliances in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air dryer brushes and stylers drive value growth in hair care appliances Body shavers drive value growth, driven by sales of depilators Premium brands to continue gaining share despite rising levels of inflations

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High penetration of hair appliances challenges ongoing retail volume growth Electric facial cleansers to post a further decline across the forecast period Added value models to outperform basic offerings, driving retail value growth

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