Bath and Shower in Greece - Category analysis

KEY DATA FINDINGS

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

CATEGORY DATA
Table 1 - Sales of Bath and Shower by Category: Value 2017-2022
Table 2 - Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 5 - LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
Table 7 - Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Greece - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 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 2017-2022
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

Sources
Summary 1 - Research Sources

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