

Bath and Shower in Greece

April 2024

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Bath and Shower in Greece - Category analysis

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2023 DEVELOPMENTS

Category growth predominantly driven by inflation-related price rises in 2023

Local consumers return to pre-pandemic health habits, impacting volume sales of several categories

Elais Unilever leads bath and shower, followed by Colgate-Palmolive

PROSPECTS AND OPPORTUNITIES

Stable performance for body wash/shower gel, with further price increases ahead

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DISCLAIMER

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