

Mass Beauty and Personal Care in Greece

April 2024

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Mass Beauty and Personal Care in Greece - Category analysis

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2023 DEVELOPMENTS

Price rises drive current value growth as volume sales stagnate

Mass products affected by consumer price sensitivity in 2023

L'Oréal Hellas leads, followed by GR Sarantis SA, while private label grows rapidly

PROSPECTS AND OPPORTUNITIES

Rising unit prices set to reinforce value sales, but volume sales will remain limited

Inflation will remain a key issue in the short term for beauty and personal care

Premiumisation will be seen in mass beauty and personal care products

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DISCLAIMER

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