

Colour Cosmetics in Greece

May 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Very slow 2021 recovery follows 2020 free fall in sales

Lip products remains most affected with facial make-up also heavily impacted while eye make-up fares slightly better

L'Oréal continues to lead in 2021 being one of the few players to continue investing in innovation and promotion during the pandemic

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Slow recovery anticipated following a "vigilance period"

Sales through supermarkets predicted to keep increasing

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DISCLAIMER

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