



# Bath and Shower in Greece

April 2024

Table of Contents

## Bath and Shower in Greece - Category analysis

### KEY DATA FINDINGS

#### 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

Stagnation anticipated for liquid and bar soaps

Hand sanitisers set to keep shrinking, post-pandemic

#### CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2018-2023

Table 2 - Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 - NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 - LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 - Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Beauty and Personal Care in Greece - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 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 2018-2023

Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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