



Laundry Care in Greece

February 2024

Table of Contents

Laundry Care in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry care sees lots of activity, despite volume sales remaining in a slump
Consumers shift to larger wash loads and cold washing, to save on energy usage and product volumes
Sustainability is the key trend driving new product developments

PROSPECTS AND OPPORTUNITIES

The sustainability trend is set to gather further pace over the forecast period
Liquid detergents will remain popular, while "old-fashioned" variants lose appeal
Changes in consumer habits and low purchasing power set to affect sales in discretionary categories

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2018-2023
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 - Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 - NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Greece - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 16 - Households 2018-2023

MARKET DATA

- Table 17 - Sales of Home Care by Category: Value 2018-2023
- Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 22 - Distribution of Home Care by Format: % Value 2018-2023
- Table 23 - Distribution of Home Care by Format and Category: % Value 2023
- Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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