

# Men's Grooming in Greece

April 2024

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## Men's Grooming in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased focus on men-specific grooming benefits category in 2023

Men's shaving volume continues to decline due to old-fashioned profile

Procter & Gamble Hellas SA continues to lead men's grooming, followed by GR Sarantis SA and Elais-Unilever Hellas SA

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