



# Mass Beauty and Personal Care in Greece

April 2024

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## Mass Beauty and Personal Care in Greece - Category analysis

### KEY DATA FINDINGS

#### 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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