



Beauty and Personal Care in Greece

May 2025

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Pharmacies gain share as parents’ trust in the channel increases

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Physical pharmacies lead distribution, outperforming online counterparts

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- The cost-of-living crisis impacts certain premium products while others continue to thrive

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Pricing regulations drive sales but hinders value growth for staple products

L'Oréal Hellas leads, while domestic player GR Sarantis records the strongest uplift in share

Some consumers shift from premium to mass offerings to save costs during 2024

PROSPECTS AND OPPORTUNITIES

Moderate growth for staple mass beauty and personal care products

Price point and promotions are set to remain key to the purchasing decision

Mass products will increasingly offer premium features, driving value growth

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