

Adult Mouth Care in Greece

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Abstracts

Greeks continued to face a difficult economic climate in 2016, with low disposable incomes and high insecurity in terms of future developments. At the same time the Greek government continued to reduce public expenditure on the healthcare system in general, leaving little alternative to consumers than to turn to self-medication. Such was also the case for adult mouth care, given that visits to the dentist and dental treatments are not included in the healthcare system in terms of Greek health in...

Euromonitor International's Adult Mouth Care in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Adult Mouth Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

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Executive Summary

Consumer Health Sees Strong Value Growth in Greece, As Self-medication Rises
the Consumer Healthcare Environment Is Set To Change

Promotion Through Doctors and Pharmacies Continues To Be Key for Product Demand
Distribution Is Set To Further Widen

Changes in Price and Distribution Are Set To Generate Further Increases in Value
Sales

Key Trends and Developments

Self-medication

216 OTC Products Find Their Way Into Grocery Stores in 2016

the Health and Wellness Trend Steadily Increases Amongst Greek Consumers

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