

Laundry Care in Greece

<https://marketpublishers.com/r/L26B8CFF06EEN.html>

Date: February 2024

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: L26B8CFF06EEN

Abstracts

Despite laundry care remaining in a negative volume slump, value sales remain supported by the higher prices in the category, as the notable players are big global names. Indeed, Procter & Gamble Hellas SA and Unilever Hellas SA are the top two names, in very close competition. Consumers tend to be fairly loyal to their favourite brands in laundry care (bucking the overall home care trend), thus less likely to trade down in this particular category. Therefore, volume growth is influenced by the...

Euromonitor International's Laundry Care in Greece market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

Get a detailed picture of the Laundry 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 reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Laundry Care in Greece
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

LAUNDRY CARE IN GREECE
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

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

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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