

# L'Oréal Hellas SA in Beauty and Personal Care (Greece)

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## Abstracts

The company aims to further expand its presence in the lucrative supermarket channel, which, despite setbacks in 2016 due to the closure of Carrefour, has been gaining momentum at the expense of beauty specialist retailers, which has also lost a significant amount of sales of skin care products to chemists/ pharmacies. The company has set three key priorities for the forecast period: the establishment of a more solid presence in the supermarket channel with respect to facial care; to systematica...

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

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