

# Sanitary Protection in Greece

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## Abstracts

Rising production costs and supply chain pressures forced companies to increase their retail prices. While price offers and promotions remained regular and aggressive, all brands and SKUs' retail prices were subject to hikes. While this led to substantial retail value sales growth, consumer behaviour adapted. In response to the hikes, women started to look for better deals and discounts. As such, while consumers remained brand loyal, with there being a lack of strong migration to private labels; Euromonitor International's Sanitary Protection 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 2018-2022, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

### Why buy this report?

Get a detailed picture of the Sanitary Protection 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.

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