



Consumer Health in Greece

October 2025

Table of Contents

Consumer Health in Greece

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and product innovation drive value sales of analgesics in Greece in 2025

Vian SA retains its leadership with its brand Depon, while increasing its share

Pharmacies maintain its dominant position as the primary distribution channel for analgesics

PROSPECTS AND OPPORTUNITIES

Value growth is expected to be driven by premium product launches and pricing trends

Regulatory constraints limit digital innovation in analgesics in Greece

Competition with prescription painkillers will remain strong amid cautious consumer use

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids post strong double-digit growth in 2025, driven by anxiety and melatonin-based innovations

Procter & Gamble Hellas SA strengthens its leadership in sleep aids, while new entrants add to fragmentation

Pharmacies retain the lead in sleep aids distribution, while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Sales of sleep aids are forecast to grow, though momentum is expected to slow

The digital shift supports growth, but pharmacies remain crucial for sleep aids

Health and wellness trend are expected to drive diversification in sleep solutions

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of cough, cold and allergy (hay fever) are driven by environmental factors

Haleon Hellas SA leads cough, cold and allergy (hay fever) remedies despite a slight decline in share

Pharmacies lead distribution for cough, cold and allergy (hayfever) remedies in 2025, while retail e-commerce shows dynamic growth

PROSPECTS AND OPPORTUNITIES

Price increases and brand loyalty are set to sustain growth in cough, cold and allergy (hay fever) remedies

Digital integration in marketing is set to grow, but a broader technological impact remains limited

Herbal alternatives are set to gain ground as health and wellness trends shape consumer preferences

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases and premiumisation drive value growth in dermatologicals

Johnson & Johnson Hellas improves its lead through a strong product portfolio

Retail e-commerce gains ground as regulatory flexibility boosts online sales in dermatologicals

PROSPECTS AND OPPORTUNITIES

Price increases are expected to drive value growth in dermatologicals despite volume stagnation

Players are expected to invest in digital marketing to support sales across the forecast period

Seasonal weather patterns are set to influence sales and trends in dermatologicals

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and shifting health behaviours shape the performance of digestive remedies in Greece

Sanofi-Aventis strengthens its leadership while Bionat SA records strong growth

Pharmacies maintain its lead in digestive remedies, although the channel loses share to retail e-commerce

PROSPECTS AND OPPORTUNITIES

Price increases and rising self-medication is set to support future growth

Limited scope for digital disruption while players focus innovation on convenience

Health and wellness trends are expected to shape evolving demand in digestive health

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

The ageing population and environmental factors drive growth in eye care during 2025

Thea-Synopsis maintains its lead in eye care as competition intensifies

Pharmacies remain dominant in eye care distribution despite retail e-commerce growth

PROSPECTS AND OPPORTUNITIES

Lifestyle and environmental factors are expected to support ongoing growth of eye care

Promotional activities and wider availability is set to drive sales via retail e-commerce

Screen exposure is expected to remain a key driver of growth in eye care

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited uptake continues to restrict growth in NRT smoking cessation aids in 2025

Johnson & Johnson maintains its leadership offering the sold brand in NRT smoking cessation

PROSPECTS AND OPPORTUNITIES

Value sales of are expected to grow despite competition from herbal alternatives in Greece

Limited innovation and continued pharmacy exclusivity in NRT smoking cessation aids distribution

Health awareness spurs quitting attempts but limits adoption of NRT smoking cessation aids in Greece

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in wound care is driven by the performance of first aid kits

Beiersdorf Hellas SA maintains its lead in wound care, while Septona gains ground in 2025

Pharmacies lead wound care distribution despite rising competition from alternative channels

PROSPECTS AND OPPORTUNITIES

First aid kits designed for sports and outdoor activities is expected to drive growth

Limited developments and investment is expected in wound care over the forecast period

Sports and outdoor activities will remain key sales drivers of wound care

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving consumer habits is leading sports nutrition to be a mainstream wellness choice
X-Treme Stores SA retains its lead while Nutrend DS offers the leading brand
Retail e-commerce strengthens its lead as the strongest distribution channel for sports nutrition

PROSPECTS AND OPPORTUNITIES

Ongoing investment and a growing consumer base are expected to support sales
Digital technologies and personalised tracking are set to reshape the marketing of sports nutrition
Ongoing interest in health and wellness is set to be the driving force for sports nutrition

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025
Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025
Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025
Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025
Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030
Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices and specialised needs fuel value growth in dietary supplements
Green Import retains its lead in 2025 while Healthcode IKE increases its share
Pharmacies remain dominant despite rising competition from retail e-commerce and parapharmacies

PROSPECTS AND OPPORTUNITIES

Digestive health and the ageing population will drive sustained growth in dietary supplements
Digital marketing is set to expand, but in-store promotion remains key for older consumers
Preventive health will support sales of dietary supplements for specific concerns

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025
Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025
Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025
Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025
Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025
Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030
Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tailored wellness fuels the shift from multivitamins to single-ingredient supplements
Uni-Pharma SA leads sales of vitamins while Frezyderm and Vian SA record strong growth
Pharmacies retain the lead in vitamins distribution despite retail e-commerce expansion

PROSPECTS AND OPPORTUNITIES

Premiumisation and targeted health trends are set to drive growth in vitamins
Digital influence and format innovation are expected to shape consumer decisions
Health and wellness trends are expected to support future growth in vitamins

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025
Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025
Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025
Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025
Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025
Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030
Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on health and wellbeing supports sales of weight management and wellbeing
Herbalife International increases its share to be the most dynamic player in 2025
Direct selling and retail e-commerce lead as consumers prioritise convenience and variety

PROSPECTS AND OPPORTUNITIES

Holistic wellness is expected to influence the future of weight management and wellbeing in Greece
Digital personalisation is expected to become a key feature within weight management
Tailored nutrition and a lifestyle focus is set to drive a transformation in weight management and wellbeing

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025
Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products gain momentum as consumer preferences shift towards natural remedies
Mondelez Hellas SA retains its lead by offering medicated confectionery brand Halls
Pharmacies maintain its lead in herbal/traditional products despite rapid e-commerce growth

PROSPECTS AND OPPORTUNITIES

Strong growth is expected for herbal/traditional products as self-medication and investment trends align
There is set to be limited digital innovation in herbal/traditional products beyond marketing
Regulatory flexibility and sustainability are expected to drive investment in herbal/traditional products

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025
Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Greece

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health records value growth despite a volume decline in 2025

Vian retains its leadership in paediatric consumer health as Effacol and Pharmasept drive dynamic growth

Pharmacies retain the lead in distribution while retail e-commerce gains in paediatric dermatologicals

PROSPECTS AND OPPORTUNITIES

Price hikes are expected to drive value growth despite demographic and behavioural challenges

Paediatric consumer health is set to see a shift towards herbal/traditional products

Rigid regulation and cautious consumer behaviour shape the future of paediatric consumer health

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-greece/report.