



Euromonitor
International

Premium Beauty and Personal Care in Greece

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Enjoys Healthy Growthgrows Steadily Amid Economic Resilience

Apivita's Multifunctional Spf50 Launch Exemplifies Clean Reimagined Trend Impact

Chart 1 - Apivita Daily Age Repair Spf50 Highlights Multifunctional Trend

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Dermocosmetics to Drive Growth as Consumers Embrace Holistic Well-Being and Longevity

Premium Sun Care and Colour Cosmetics to Rebound with Wellness and Exclusivity Appeal

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Hellas and Estée Lauder Maintain Lead through Strategic Brand Positioning

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Greece - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Greek Brands Embrace Multifunctional Products to Drive Growth

Chart 16 - Apivita Daily Age Repair Spf50 Highlights Multifunctional Trend

Longevity Trend Drives Science-Backed Innovation

Chart 17 - Anti-Ageing Serum Highlights Trend Towards Science-Backed Ingredients

Sustainability Shapes Formulations and Packaging

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Market Growth Expected Despite Economic Pressures

Sun Care and Skin Care Expected to Lead Forecast Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Technology and Biotechnology to Redefine Beauty Personalisation

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Hellas and Gr Sarantis Drive Market Lead

Emerging Brands and Innovation Present Growth Avenues

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead through Broad Assortments and Discounting

Retail E-Commerce Gains Popularity Amid Evolving Consumer Shopping Habits

Beauty Specialists Drive Premium and Niche Growth

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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.

