

Laundry Care in Greece

February 2024

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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

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DISCLAIMER

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