

# Hair Care in Greece

April 2024

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## Hair Care in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales driven by inflation as volume sales stagnate  
“Skinification” and specialisation in the spotlight  
Consolidation in a market characterised by high levels of investment and innovation

#### PROSPECTS AND OPPORTUNITIES

Stability for shampoos, bigger growth potential for conditioners and treatments  
Developments to keep revolving around hybrid products and “skinification”  
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