

Sun Care in Greece

April 2024

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Sun Care in Greece - Category analysis

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2023 DEVELOPMENTS

Growth for sun protection in Greece in 2023

High SPFs, convenient formats and skin care benefits are in demand

L'Oréal Hellas remains the undisputable leader in sun care

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Further growth potential thanks to tourism and all-season sun protection

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Sustainability concerns may clash with the convenience factor

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DISCLAIMER

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