

Consumer Electronics in Greece

Market Direction | 2022-08-10 | 87 pages | Euromonitor

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Report description:

The resumption of travel and the reopening of foodservice in 2021 were followed by a strong increase in spending on entertainment. After several months in lockdown, consumer priorities have shifted away from investing in their homes and towards out-of-home activities such as travelling and going out. While sales of products that offer in-home entertainment posted an increase during the pandemic, the reopening of the market is leading to a sales decline, not only because consumers have already in...

Euromonitor International's Consumer Electronics in Greece report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
August 2022

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