

Jeans in Greece

Market Direction | 2022-12-28 | 23 pages | Euromonitor

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Report description:

In 2022, jeans have become close to fully recovering to 2019 levels, with the reopening of stores and society contributing to sales growth. However, sales were somewhat dampened as measures against COVID-19 were only fully lifted in May 2022. This was past the winter season, with summer weather unfavourable for sales of jeans, resulting in low purchases. This was especially the case for men's jeans, leading women's jeans to post stronger growth in volume terms compared to men's. As such, Septemb...

Euromonitor International's Jeans in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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