

Discounters in Greece

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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Report description:

Discounters in Greece continued to rise in 2022, supported by a significant number of new store openings. Many of these openings had been postponed from 2020 due to the pandemic, but retailers are now keen to expand their footprint in the country. Some of these new stores are located on the islands, with the aim of targeting international tourists who are already familiar with the discount banner. One major player in the market is Carrefour, which has recently returned to Greece and is planning...

Euromonitor International's Discounters in Greece report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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