

Supermarkets in Greece

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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Report description:

Despite their large presence, supermarkets in Greece faced significant challenges in 2022 due to economic uncertainty, inflation and the energy crisis. With consumers limiting their purchases to necessary commodities, sales volumes have decreased, and the increasing prices from producers have made it difficult for supermarkets to balance the situation. Smaller chains have been hit the hardest and are struggling, which has resulted in takeovers by bigger chains. Further, supermarkets face strong...

Euromonitor International's Supermarkets 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 Supermarkets 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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