

## **Supermarkets in Greece**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

## Table of Contents:

Supermarkets in Greece  
Euromonitor International  
March 2023

List Of Contents And Tables

### SUPERMARKETS IN GREECE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Greek supermarkets face challenges as consumers shift towards mini-markets and discounter outlets, while consumer associations call for government intervention

Supermarket giants in Greece expand networks via mergers and acquisitions

Carrefour and new players heat up supermarket competition in Greece

#### PROSPECTS AND OPPORTUNITIES

Supermarket consolidation to continue in Greece as competition from discounters and e-commerce grows

Carrefour's return to the Greek grocery market set to shake up supermarkets

Players to adapt to changing consumer trends over forecast period

#### CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Supermarkets GBO Company Shares: % Value 2018-2022

Table 4 Supermarkets GBN Brand Shares: % Value 2019-2022

Table 5 Supermarkets LBN Brand Shares: Outlets 2019-2022

Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### RETAIL IN GREECE

#### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Greek retailing sees wave of acquisitions as small companies struggle in 2022

Innovative solutions drive growth

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Shopping Season Name Saint Valentine's Day

Shopping Season Name Mother's day

Christmas and New Year's Day

Easter

Back to School

#### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 12 Retail Offline Outlets by Channel: Units 2017-2022

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 18 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 20 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 28 □Retail GBO Company Shares: % Value 2018-2022

Table 29 □Retail GBN Brand Shares: % Value 2019-2022

Table 30 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 31 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 32 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 33 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 35 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 36 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 43 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 45 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Supermarkets in Greece**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com