

## **Apparel and Footwear Specialists in Greece**

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

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### **Report description:**

Growth in apparel in footwear specialists in Greece in 2022 was driven by brand activity. According to industry reports fashion retailer Inditex saw a 39% increase in sales in the Greek market in 2022, compared to the previous year. This is thanks to the player's strategy of expanding its online presence and store network. Inditex's various brands, including Zara, Massimo Dutti, and Pull & Bear, are highly popular among Greek consumers. Inditex has a presence in most cities in Greece, with its s...

Euromonitor International's Apparel and Footwear Specialists 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 Apparel and Footwear Specialists 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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