

Convenience Retailers in Greece

Market Direction | 2023-03-14 | 38 pages | Euromonitor

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Report description:

In 2022, convenience retailers in Greece saw the return of Carrefour with its new convenience store concept, Carrefour Express. The company's initial plan was to open stores in tourist areas, with the aim of increasing sales. This move reflects the growing importance of convenience stores as a channel for retailers to reach consumers, particularly in tourist areas where demand is high.

Euromonitor International's Convenience Retailers 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.

Product coverage: Convenience Stores, Forecourt Retailers.

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

Why buy this report?

- * Get a detailed picture of the Convenience Retailers 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

March 2023

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Greek consumers increasingly turn to neighbourhood convenience stores due to high inflation and rising gas costs

Major Greek supermarkets expand convenience store concept via franchise model

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