

General Merchandise Stores in Greece

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

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Report description:

Jumbo continued to lead variety stores category in Greece in 2022, holding almost 80% of retail value share. Despite facing a decline in sales during the pandemic, Jumbo managed to bounce back and come close to 2019 sales. The company began as a toys and games retailer and has since expanded its product range to include homewares, cosmetics, beauty products, toiletries and seasonal goods. It remains very competitive on price and has started to sell products online, as has its main rival, Max Sto...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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Jumbo leads variety stores in Greece with strong recovery and broad product range, while Attica invests in e-commerce to stay competitive

Greek consumers return to physical stores post-pandemic, drawn by low prices and tactile shopping experience

Notos plans to expand, and Attica adds new floors and partnerships

PROSPECTS AND OPPORTUNITIES

Greek stores face supply-chain woes, shifting sourcing and focusing on differentiation to compete with e-commerce

Attica faces luxury goods price rises, and Follie Follie ends Nike deal

Jumbo to remain on top, department stores go digital, and variety stores face grocery competition

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