

Home Products Specialists in Greece

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

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Report description:

The home products specialist channel in Greece faced suffered from the impact of increasing prices and decreasing disposable incomes, but still attracted consumer interest as people tried to make purchases to avoid even higher prices. The category saw strong double-digit current value growth overall, led by home improvement and gardening stores. In addition, the rapid rise in heat sources prices forced people to search for alternative ways to stay warm, leading to a doubling of sales of electric...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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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HOME PRODUCTS SPECIALISTS IN GREECE

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2022 DEVELOPMENTS

Category sees strong current value growth thanks to price hikes and increased demand for isothermal products

DIY culture and Airbnb trend boost sales

Pet City maintains top spot in Greek pet shop market with expansion plans under new ownership

PROSPECTS AND OPPORTUNITIES

Players to expand portfolios with eco-friendly and wellness products, while improving customer experience

Growing tourism in Greece to boost home improvement demand, as Leroy Merlin introduces Naterial brand for unique outdoor living experience

Further growth driven by consumer investment in DIY, gardening, and home decor with help from social media and cooking trends.

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