

Small Local Grocers in Greece

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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Report description:

Increasing gas prices in 2022 have significantly benefited small local grocers in Greece in terms of retail current value sales, as people tend to prefer nearby, neighbourhood shops that they can easily visit on foot to buy necessary goods. Further, small local grocers with a more niche product offer have experiencing a surge in popularity, particularly among local consumers. For example, retail outlets offering granola mixes such as Carpo, and bulk packages of nuts and tea are increasingly beco...

Euromonitor International's Small Local Grocers 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 Small Local Grocers 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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Small local grocers face challenges due to the energy crisis, but can attract ethically-responsible and eco-focused consumers

Big chains' strategic expansion poses challenge for small grocers, but health and wellness trends offer opportunities

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