

Childrenswear in Greece

Market Direction | 2023-11-27 | 18 pages | Euromonitor

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Report description:

Within apparel and footwear, childrenswear was the least affected by COVID-19 and lockdowns, so the high growth recovery rates seen in apparel for adults are not as evident in childrenswear in 2023. Widespread and ongoing economic uncertainty is taking its toll upon birth rates, with many Greeks reluctant to start families; this is translating into slower growth in baby and toddler compared to boys' and girls' apparel, which is benefiting from a return to normal schooling and social activities,...

Euromonitor International's Childrenswear in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Fast fashion brands gain share amid price consciousness

Sports brands lose share

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