

## **Footwear in Greece**

Market Direction | 2023-11-27 | 19 pages | Euromonitor

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### **Report description:**

Discounting activities have been gathering pace in footwear as players deploy this strategy to clear out accumulated stock gathered during the pandemic, and to mitigate declines in volume sales as a result of inflationary pressures which are negatively impacting consumer purchasing power. Although retail prices of footwear have increased dramatically in 2023, the impact of this was at least partly offset by price promotions. Greek consumers are also becoming more price-sensitive when it com...

Euromonitor International's Footwear 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- \* Get a detailed picture of the Footwear 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Table of Contents:

Footwear in Greece  
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List Of Contents And Tables

### FOOTWEAR IN GREECE

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounting intensifies as players respond to inflation

Sports brands lead men's footwear in 2023

Women's footwear is the best category performer in 2023

#### PROSPECTS AND OPPORTUNITIES

Casual and versatile shoes expected to remain the key growth driver in the coming years

Women's shoes will outperform other subcategories in the short-term

Performance footwear will be slow to recover due to ongoing price sensitivity

#### CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2018-2023

Table 2 Sales of Footwear by Category: Value 2018-2023

Table 3 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 4 Sales of Footwear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Footwear: % Value 2019-2023

Table 6 LBN Brand Shares of Footwear: % Value 2020-2023

Table 7 Distribution of Footwear by Format: % Value 2018-2023

Table 8 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 9 Forecast Sales of Footwear by Category: Value 2023-2028

Table 10 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

### APPAREL AND FOOTWEAR IN GREECE

#### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 13 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 18 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 21 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

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Table 22 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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