

## **Greece Food and Grocery Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-20 | 37 pages | MarketLine

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### **Report description:**

Greece Food and Grocery Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Food & Grocery Retail in Greece industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The food & grocery retail market is segmented into household products, tobacco, food, and drinks.
- The Greek food & grocery retail market had total revenues of \$35.9 billion in 2022, representing a compound annual growth rate (CAGR) of 3.8% between 2017 and 2022.
- The food segment accounted for the market's largest proportion in 2022, with total revenues of \$27.6 billion, equivalent to 76.8% of the market's overall value.
- The growth in the Greek food & grocery retail market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to EUROSTAT, Greece's consumer confidence indicator rose to -28.6 in August 2023 from -57.9 in November 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the food & grocery retail market in Greece

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the food & grocery retail market in Greece
- Leading company profiles reveal details of key food & grocery retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Greece food & grocery retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Greece food & grocery retail market by value in 2022?
- What will be the size of the Greece food & grocery retail market in 2027?
- What factors are affecting the strength of competition in the Greece food & grocery retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Greece's food & grocery retail market?

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