

Womenswear in Greece

Market Direction | 2023-11-27 | 28 pages | Euromonitor

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Report description:

A mild winter in 2023 led to only modest volume growth for product areas such as jackets and coats and jumpers. However, temperatures were unusually low in late spring, with the summer season starting later than usual. This impacted sales of summer clothing, which typically begin to pick up in late spring, but in 2023 were postponed to July when temperatures started to rise. This, however, coincided with the onset of the summer sales season, whereby most summer clothing is discounted.

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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Euromonitor International
February 2024

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WOMENSWEAR IN GREECE

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Weather patterns in 2023 unfavourable for some subcategories within womenswear

Domestic players retain a strong presence in womenswear in 2023

Fast fashion brands strengthen their position while sustainability remains embryonic

PROSPECTS AND OPPORTUNITIES

E-commerce set to lose traction as local consumers return to brick and mortar retailing

Casual and versatile items will help drive growth in the years ahead

Affordable womenswear set to gain share in the short term as consumer purchasing power remains constrained

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