

## **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.

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.

## Table of Contents:

Womenswear in Greece  
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### List Of Contents And Tables

#### WOMENSWEAR IN GREECE

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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

##### CATEGORY DATA

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

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

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

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

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

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

Table 7 NBO Company Shares of Women's Nightwear: % Value 2019-2023

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2020-2023

Table 9 NBO Company Shares of Women's Outerwear: % Value 2019-2023

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2020-2023

Table 11 NBO Company Shares of Women's Swimwear: % Value 2019-2023

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2020-2023

Table 13 NBO Company Shares of Women's Underwear: % Value 2019-2023

Table 14 LBN Brand Shares of Women's Underwear: % Value 2020-2023

Table 15 Forecast Sales of Womenswear by Category: Volume 2023-2028

Table 16 Forecast Sales of Womenswear by Category: Value 2023-2028

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028

Table 18 Forecast Sales of Womenswear 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 19 Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 20 Sales of Apparel and Footwear by Category: Value 2018-2023

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 25 Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 □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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