

Appliances and Electronics Specialists in Greece

Market Direction | 2024-03-05 | 35 pages | Euromonitor

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Report description:

Following Olympia's EUR50 million investment in Public, which left Olympia owning 98% of the Public-Media Markt venture in Greece and Cyprus, the Media Markt stores have been rebranded Public + home and specialise in white appliances. Consequently, now Public is not only specialised in technology products as it used to be, but is also dynamically entering the competitive landscape of white appliances. More generally, in the household appliances sector, the market is now concentrated between Kots...

Euromonitor International's Appliances and Electronics Specialists in Greece report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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