

Home Products Specialists in Greece

Market Direction | 2024-03-05 | 36 pages | Euromonitor

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Report description:

The home products specialists channel registered current value growth in Greece in 2023. During the year, Leroy Merlin, the third largest brand in home products specialists overall, inaugurated its first Material store, a showroom that offers the retailer's exclusive garden and balcony items, in Greece. The opening followed pilot stores in Mallorca and Barcelona, and the opening of stores in Portugal, Georgia, Uruguay and Leroy Merlin's home country, France. It is the only store of its kind in t...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

- * Get a detailed picture of the Home Products 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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Table of Contents:

Home Products Specialists in Greece
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List Of Contents And Tables

HOME PRODUCTS SPECIALISTS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Leroy Merlin extends new store concept to Greece

Growing interest in DIY

Partnership extends retail reach of major furniture company

PROSPECTS AND OPPORTUNITIES

Major players to continue to expand store networks

Ongoing role for physical stores

Growing role for digital technologies

CHANNEL DATA

Table 1 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 □Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 11 □Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

RETAIL IN GREECE

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Consolidation via acquisition

Trend towards shopping in convenience stores

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

St Valentine's Day

Mother's Day

MARKET DATA

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 Sales in Retail Offline by Channel: Value 2018-2023

Table 15 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 Retail Offline Outlets by Channel: Units 2018-2023

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 24 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 27 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 28 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 29 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 30 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 31 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 32 □Retail GBO Company Shares: % Value 2019-2023

Table 33 □Retail GBN Brand Shares: % Value 2020-2023

Table 34 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 35 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 36 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 37 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 38 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 39 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 40 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 41 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 42 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 43 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 44 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 46 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 47 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 48 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 49 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 50 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 51 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 52 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 54 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 55 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 56 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 57 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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