

Hypermarkets in Greece

Market Direction | 2024-03-05 | 34 pages | Euromonitor

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Report description:

The hypermarkets channel saw value sales rise in Greece in 2023. Hypermarkets are evolving into small shopping centres. Their construction with escalators, their huge parking lots and the variety of products on offer are reminiscent of a shopping mall. Now in a hypermarket you can find books, cosmetics, seasonal items, furniture, and household items. Sklavenitis, which is the only hypermarket brand in Greece, opened a new store in Athens in late-2022, in the region of Philadelphia, which is not...

Euromonitor International's Hypermarkets 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 Hypermarkets 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
March 2024

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