

## **Retail in Greece**

Market Direction | 2024-03-05 | 105 pages | Euromonitor

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### **Report description:**

Retail faced notable challenges in Greece in 2023. Inflation was - and continues to be - very high and prices were constantly rising. Retailers, regardless of industry, were forced to raise their prices as they could not absorb the increases in the costs of raw materials, transportation and logistics. Therefore, while there was an increase in the turnover of retail, it was mainly due to the increase in prices and not to an increase in sales volume. Consumers were very cautious with their purchas...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2024

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