

## **Small Local Grocers in Greece**

Market Direction | 2024-03-05 | 33 pages | Euromonitor

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### **Report description:**

While small local grocers saw current value growth in Greece in 2023, the channel's expansion was less rapid than that seen in other areas of grocery retailing. Grocery stores that specialise in Asian, Mexican and other ethnic cuisines did see an upward trend, as consumers have started to show an increasing interest in trying new flavours. This was helped by the COVID-19 crisis, during which people stayed at home and experimented with different flavours and cuisines. Young people, in particular,...

Euromonitor International's Small Local Grocers 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 Small Local Grocers 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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