

Greece Cities Review

City Review | 2024-09-02 | 21 pages | Euromonitor

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Report description:

Athens remains Greece's most economically active city, due to its position in terms of population size, consumer expenditure and disposable income. Moreover, Larissa holds the highest potential for future economic expansion, based on expected GDP growth. However, challenges for the country's cities will persist in the near term due to the continuing global economic slowdown and the impact of tight financial conditions. In the longer run, Greece's cities are set to face ageing populations.

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

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- * Get a detailed picture of the Cities 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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