

## **Consumer Electronics Retail in Greece**

Industry Report | 2024-08-30 | 39 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in Greece

#### Summary

Consumer Electronics Retail in Greece industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Greek consumer electronics retail market recorded revenues of \$4.6 billion in 2023, representing a compound annual growth rate (CAGR) of 6.3% between 2018 and 2023.
- The communications equipment segment accounted for the market's largest proportion in 2023, with total revenues of \$1.5 billion, equivalent to 33.4% of the market's overall value.
- Rising consumer confidence is a key driver for the consumer electronics retail market, as consumers are more inclined to invest in the latest gadgets and devices that enhances their lifestyle. According to the Organisation for Economic Co-operation and Development (OECD), the consumer confidence index in Greece reached 99.52 in August 2023, up from 97.03 in August 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Greece

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Greece
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Greece consumer electronics retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Greece consumer electronics retail market by value in 2023?
- What will be the size of the Greece consumer electronics retail market in 2028?
- What factors are affecting the strength of competition in the Greece consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Greece's consumer electronics retail market?

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