

## **Food & Grocery Retail in Greece**

Industry Report | 2024-08-23 | 36 pages | MarketLine

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### **Report description:**

Food & Grocery Retail in Greece

#### Summary

Food & Grocery 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 food & grocery retail market is segmented into household products, tobacco, food, and drinks. Market value refers to retail sales.
- The Greek food & grocery retail market recorded revenues of \$40.1 billion in 2023, representing a compound annual growth rate (CAGR) of 3.2% between 2018 and 2023.
- The food segment accounted for the market's largest proportion in 2023, with total revenues of \$30.8 billion, equivalent to 76.9% of the market's overall value.
- Rising consumer confidence is a key driver for the food & grocery retail market, as consumers are more willing to spend on higher-quality products that align with their lifestyle and health priorities. 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 food & grocery retail market in Greece

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

#### Reasons to Buy

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

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