

**Apparel and Footwear in Greece**

Market Direction | 2024-12-06 | 89 pages | Euromonitor

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**Report description:**

The market for apparel and footwear in Greece is set to register continued growth in retail volume terms in 2024, albeit at a slower rate than the previous three years. The period immediately following the pandemic saw a significant recovery in sales, driven by pent-up demand. By 2024, much of this rebound effect had diminished, leading to a more moderate rate of growth. At the same time, rising prices have affected disposable incomes, forcing consumers in Greece to prioritise essential expenses...

Euromonitor International's Apparel and Footwear in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

**Why buy this report?**

- \* Get a detailed picture of the Apparel and Footwear 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Apparel accessories see positive growth, in face of shifting consumer trends

Milder winters impact sales of gloves while scarves are seen as versatile accessory

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