

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.

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Table of Contents:

Apparel and Footwear in Greece
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List Of Contents And Tables

APPAREL AND FOOTWEAR IN GREECE

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

WOMENSWEAR IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local brands gain traction
Waning inflationary pressures and recovery of tourism boost growth in luxury market
Women's underwear market remains dominated by large European players and fast-fashion brands

PROSPECTS AND OPPORTUNITIES

Casual and smart casual womenswear is on the rise as females shift away from formalwear
Sustainability-focused brands poised for growth as consumer awareness expands
Retail e-commerce will continue to gain traction, thanks to blend of convenience and competitive prices

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2019-2024
Table 14 Sales of Womenswear by Category: Value 2019-2024
Table 15 Sales of Womenswear by Category: % Volume Growth 2019-2024
Table 16 Sales of Womenswear by Category: % Value Growth 2019-2024
Table 17 NBO Company Shares of Womenswear: % Value 2020-2024
Table 18 LBN Brand Shares of Womenswear: % Value 2021-2024

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Table 19 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 20 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 21 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 23 □NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 25 □NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 26 □LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 27 □Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Womenswear by Category: Value 2024-2029

Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

MENSWEAR IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear market continues to expand, as Inditex brands offer on-trend designs at competitive prices

Global brands grow in popularity in men's underwear despite strong competition from local players

Men's swimwear continues to grow, supported by recovery of tourism

PROSPECTS AND OPPORTUNITIES

Athleisure brands set to grow in popularity as consumers prioritise comfort and mobility

Sustainable menswear will see further growth as consumers become more conscious about their fashion choices

E-commerce channel will witness growth as consumers increasingly prioritise convenience

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2019-2024

Table 32 Sales of Menswear by Category: Value 2019-2024

Table 33 Sales of Menswear by Category: % Volume Growth 2019-2024

Table 34 Sales of Menswear by Category: % Value Growth 2019-2024

Table 35 NBO Company Shares of Menswear: % Value 2020-2024

Table 36 LBN Brand Shares of Menswear: % Value 2021-2024

Table 37 NBO Company Shares of Men's Nightwear: % Value 2020-2024

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2021-2024

Table 39 NBO Company Shares of Men's Outerwear: % Value 2020-2024

Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024

Table 41 □NBO Company Shares of Men's Swimwear: % Value 2020-2024

Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024

Table 43 □NBO Company Shares of Men's Underwear: % Value 2020-2024

Table 44 □LBN Brand Shares of Men's Underwear: % Value 2021-2024

Table 45 □Forecast Sales of Menswear by Category: Volume 2024-2029

Table 46 □Forecast Sales of Menswear by Category: Value 2024-2029

Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

CHILDRENSWEAR IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Active lifestyles drive demand for comfortable, durable childrenswear

Fast-fashion brands continue to dominate childrenswear, due to its short lifecycle

Weakened purchasing power impacts sports brands

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PROSPECTS AND OPPORTUNITIES

Expected rise in demand for local, sustainable alternatives to fast-fashion brands

Children's swimwear represents untapped opportunity for homegrown brands

Further shift towards online channels, driven by demand for convenience

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2019-2024

Table 50 Sales of Childrenswear by Category: Value 2019-2024

Table 51 Sales of Childrenswear by Category: % Volume Growth 2019-2024

Table 52 Sales of Childrenswear by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Childrenswear: % Value 2020-2024

Table 54 LBN Brand Shares of Childrenswear: % Value 2021-2024

Table 55 Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 56 Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

SPORTSWEAR IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear sales continue to expand, boosted by growing demand for versatile, functional clothing

Adidas snatches leadership from Nike in sports footwear

International chains dominate retail landscape

PROSPECTS AND OPPORTUNITIES

Climatic conditions will play an important role in driving sales

Fast-fashion brands will drive growth

E-commerce will drive more competitive pricing

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2019-2024

Table 60 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Sportswear: % Value 2020-2024

Table 62 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 63 Distribution of Sportswear by Format: % Value 2019-2024

Table 64 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

JEANS IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Jeans benefit from shift away from formalwear

Fast-fashion brands gain ground, in light of shrinking disposable incomes

Rising prices pose challenge to standard jeans

PROSPECTS AND OPPORTUNITIES

Women will be key driving force behind improved sales volumes

Premium and super premium jeans will benefit from brand loyalty

E-commerce will serve the needs of price sensitive consumers

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2019-2024

Table 67 Sales of Jeans by Category: Value 2019-2024

Table 68 Sales of Jeans by Category: % Volume Growth 2019-2024

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Table 69 Sales of Jeans by Category: % Value Growth 2019-2024
Table 70 Sales of Men's Jeans by Category: Volume 2019-2024
Table 71 Sales of Men's Jeans by Category: Value 2019-2024
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2019-2024
Table 73 Sales of Men's Jeans by Category: % Value Growth 2019-2024
Table 74 Sales of Women's Jeans by Category: Volume 2019-2024
Table 75 □Sales of Women's Jeans by Category: Value 2019-2024
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2019-2024
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2019-2024
Table 78 □NBO Company Shares of Jeans: % Value 2020-2024
Table 79 □LBN Brand Shares of Jeans: % Value 2021-2024
Table 80 □Forecast Sales of Jeans by Category: Volume 2024-2029
Table 81 □Forecast Sales of Jeans by Category: Value 2024-2029
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2024-2029
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2024-2029
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2024-2029
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2024-2029
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2024-2029
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2024-2029
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

HOSIERY IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards fashion-forward hosiery by younger demographics

Inflationary pressures shape consumer behaviour

Athleisure trend boosts sales

PROSPECTS AND OPPORTUNITIES

Sustainable options will gain ground

Seasonal limited edition collections could fuel sales

Expansion of e-commerce platforms represents key opportunity for hosiery brands

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2019-2024
Table 93 Sales of Hosiery by Category: Value 2019-2024
Table 94 Sales of Hosiery by Category: % Volume Growth 2019-2024
Table 95 Sales of Hosiery by Category: % Value Growth 2019-2024
Table 96 NBO Company Shares of Hosiery: % Value 2020-2024
Table 97 LBN Brand Shares of Hosiery: % Value 2021-2024
Table 98 Forecast Sales of Hosiery by Category: Volume 2024-2029
Table 99 Forecast Sales of Hosiery by Category: Value 2024-2029
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

APPAREL ACCESSORIES IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

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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
Fast-fashion brands continue to dominate the accessories landscape

PROSPECTS AND OPPORTUNITIES

Fashion-conscious Gen Zs will boost accessories sales
Sluggish performance for ties, as casual wear takes centre stage
Slow growth for hats/caps amid economic pressures and seasonal limitations

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2019-2024
Table 103 Sales of Apparel Accessories by Category: Value 2019-2024
Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2019-2024
Table 105 Sales of Apparel Accessories by Category: % Value Growth 2019-2024
Table 106 NBO Company Shares of Apparel Accessories: % Value 2020-2024
Table 107 LBN Brand Shares of Apparel Accessories: % Value 2021-2024
Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2024-2029
Table 109 Forecast Sales of Apparel Accessories by Category: Value 2024-2029
Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029
Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

FOOTWEAR IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Greek men increasingly invest in durable, versatile footwear styles from top sportswear brands
Climate impact hampers growth in women's footwear
Parents prioritise versatility and value in children's footwear

PROSPECTS AND OPPORTUNITIES

Flat performance for footwear as consumers prioritise essentials
Ancient Greek sandals set to make a comeback
Casual footwear and athleisure trends will drive demand for versatile footwear

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2019-2024
Table 113 Sales of Footwear by Category: Value 2019-2024
Table 114 Sales of Footwear by Category: % Volume Growth 2019-2024
Table 115 Sales of Footwear by Category: % Value Growth 2019-2024
Table 116 NBO Company Shares of Footwear: % Value 2020-2024
Table 117 LBN Brand Shares of Footwear: % Value 2021-2024
Table 118 Distribution of Footwear by Format: % Value 2019-2024
Table 119 Forecast Sales of Footwear by Category: Volume 2024-2029
Table 120 Forecast Sales of Footwear by Category: Value 2024-2029
Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2024-2029
Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2024-2029

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