

Childrenswear in Greece

Market Direction | 2024-12-06 | 18 pages | Euromonitor

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Report description:

In Greece, children's active lifestyles have led to an increasing demand for childrenswear that is both comfortable and durable. Parents are particularly focused on clothing that allows mobility and withstands the wear and tear of active play. Simplicity in design is also key, with fastenings like elastic waistbands preferred over buttons or zippers for ease of use. Durability is a major factor as children tend not to take great care of their clothes, with parents seeking lightweight, sturdy...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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Fast-fashion brands continue to dominate childrenswear, due to its short lifecycle

Weakened purchasing power impacts sports brands

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