

Menswear in Greece

Market Direction | 2024-12-06 | 27 pages | Euromonitor

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Report description:

The menswear market in Greece is set to continue to expand in 2024, with major global brands like Zara, Pull & Bear, Bershka, and Massimo Dutti - all part of the Inditex group - dominating the landscape. The popularity of these brands stems from their ability to quickly respond to emerging fashion trends, consistently refreshing their collections to stay relevant and appealing to consumers. Moreover, their strong presence across both online and offline retail channels throughout Greece significa...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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MENSWEAR IN GREECE

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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

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