

Appliances and Electronics Specialists in Greece

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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Report description:

Appliances and electronics specialists saw a slight rise in retail value sales in current terms in Greece in 2024. The Greek electronics market is developing and is witnessing a process of consolidation, with major players such as Kotsovolos, Public, and Plaisio competing in the landscape. Kotsovolos, now under the control of the Public Power Corporation (PPC), continues to expand its presence with investments in logistics and new stores. Plaisio is also strengthening its position by increasing...

Euromonitor International's Appliances and Electronics Specialists in Greece report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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Euromonitor International

February 2025

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