

Direct Selling in Greece

Market Direction | 2025-02-27 | 34 pages | Euromonitor

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Report description:

Direct selling saw declining retail value sales in current terms in Greece in 2024. The channel continued to suffer as consumers turned to e-commerce for convenience and became ever more familiar with and confident in shopping online. While companies such as Avon, Oriflame and Herbalife still hold a market presence, they are facing significant difficulties in attracting younger consumers, who prefer online shopping platforms to traditional face-to-face selling. This applies mostly to younger age...

Euromonitor International's Direct Selling 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.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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