

Discounters in Greece

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

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Report description:

Discounters saw current value growth in Greece in 2024. The discounters channel has become very popular in Greece as many consumers look for affordable options and many have become price sensitive due to the impact of inflation. As a result, this type of retailer has continued to grow year on year. The leader in this category is Lidl, which celebrated 25 years of operation in Greece at the end of the review period and announced investments in new stores, improvements to its facilities and "green...

Euromonitor International's Discounters 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 Discounters 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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