

## **Home Products Specialists in Greece**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

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### **Report description:**

Home products specialists saw current value growth in Greece in 2024. Despite economic pressure, consumer interest in home products specialists has remained relatively high. The trend towards investing in Airbnb units has contributed to the demand for home improvement and furnishing products. DIY continues to gain consumer interest in Greece, with a growing number of local consumers turning to it for creativity, as well as for saving money. However, it has not yet become fully established. Greek...

Euromonitor International's Home Products 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Home Products 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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