

Retail E-Commerce in Greece

Market Direction | 2025-02-27 | 38 pages | Euromonitor

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Report description:

E-commerce registered strong current value growth in Greece in 2024. Since the COVID-19 crisis, almost all businesses have invested in online retailing to a greater or lesser extent. Even older consumers have become familiar with shopping online, appreciating the convenience that the e-commerce channel provides. Indeed, e-commerce can be particularly appealing for older consumers with limited mobility or those who do not want to have to carry large amounts of shopping. Mobile shopping in particu...

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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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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