

## **Retail in Greece**

Market Direction | 2025-02-27 | 104 pages | Euromonitor

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# Report description:

Retail registered current value growth in Greece in 2024. Inflation had a significant impact on the market during the year, with prices constantly rising. As a result, consumers became more price conscious and chased low prices and offers. However, they were also looking for good quality and sustainable products, as long as they did not exceed the prices that they were willing to pay. Therefore, supermarkets invested in the development of their private label offers by introducing organic and gen...

Euromonitor International's Retail 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, Retail Offline.

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 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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