

Supermarkets in Greece

Market Direction | 2025-02-27 | 35 pages | Euromonitor

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Report description:

Supermarkets saw current value growth in Greece in 2024, though the channel registered slower growth than either convenience stores or hypermarkets. Hypermarkets offer lower prices and wider product ranges than supermarkets, so they attract cost conscious and bulk buying consumers. Convenience stores, meanwhile, are for immediate, smaller-scale needs and benefit from proximity to consumers and long opening hours. Supermarkets lack the price competitiveness of hypermarkets and the accessibility o...

Euromonitor International's Supermarkets 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 Supermarkets 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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