

# Apparel in Greece

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## Abstracts

With Greece falling deeper into recession, 2012 has been a year of negative growth for the apparel market. Greeks are left with less money to spend and this resulted in clothing and footwear purchases becoming less frequent and more conservative as well. A migration to cheaper brands is also evidenced, resulting in a steeper decline in value terms. On the retailers' part, discounts and sales are becoming more prevalent and more aggressive in response to the reduced traffic in hope of boosting...

Euromonitor International's Apparel in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Clothing, Footwear, Sportswear.

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

### Why buy this report?

Get a detailed picture of the Apparel 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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