

Consumer Appliances - Greece

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Abstracts

The negative projections for the growth of Greek GDP, the increase in unemployment and the subsequent drop in consumer demand drove down the retail current value growth of the consumer appliances market in 2009. With regard to retail volume growth, the market exhibited weak growth, which was driven by individual key categories, rather than by all categories. Consumers rationalised their spending, partly as disposable incomes were declining, but also due to the tightening of lending standards, which...

Euromonitor International's Consumer Appliances 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 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances

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

Why buy this report?

Get a detailed picture of the Consumer Appliances industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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