

Furniture and Homewares Stores in Greece

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Abstracts

The recession was a key contributor to the drop in demand for furniture and homewares in 2012. With consumer confidence declining, sales of furniture and furnishing stores fell 21% to €1.9 billion. This was despite continuous discounting and promotions implemented by retailers, many of whom went ahead with discounts reaching 50%. Unemployment continued to rise and incomes continued to shrink, with the new government have little to offer back, meaning that furniture and furnishings, which are...

Euromonitor International's Furniture and Homewares Stores 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 Furniture and Homewares Stores 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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