

# Mobile E-Commerce in Greece

<https://marketpublishers.com/r/MC2026B33396EN.html>

Date: February 2021

Pages: 47

Price: US\$ 990.00 (Single User License)

ID: MC2026B33396EN

## Abstracts

After seeing a dynamic double-digit current value increase in 2019, mobile e-commerce saw even stronger growth in 2020, outperforming overall e-commerce. The ownership of smartphones is widening and increasing in Greece, which is allowing more consumers to shop online. Meanwhile, network providers have also improved their coverage and lowered the cost of web connectivity, offering deals with enough data allowance for people to access the internet from their phones, rather than from their laptops...

Euromonitor International's Mobile E-Commerce 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 Mobile E-Commerce 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Better infrastructure, COVID-19 and new apps all contribute to growth

App development will convince consumers to complete purchases online

AB click2shop remains the most visible food shopping app

#### RECOVERY AND OPPORTUNITIES

Continued strong growth as more consumers trust mobile shopping

More development of easy-use apps expected, to take advantage of growth potential

Social media marketing set to contribute to growth in mobile e-commerce

#### CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

The athleisure trend accelerates

Players adjust to attract the more health-conscious consumer base

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2015-2020

Seasonality

Christmas and New Year's Day

Easter

Back to School

Payments and delivery

Emerging business models

#### MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 8 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 10 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 12 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 16 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 18 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 28 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 30 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 32 Retailing GBO Company Shares: % Value 2016-2020

Table 33 Retailing GBN Brand Shares: % Value 2017-2020

Table 34 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 35 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 37 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 38 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 39 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 40 Grocery Retailers GBN Brand Shares: % Value 2017-2020

Table 41 Grocery Retailers LBN Brand Shares: Outlets 2017-2020

Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020

Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020

Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
Table 47 Mixed Retailers GBO Company Shares: % Value 2016-2020
Table 48 Mixed Retailers GBN Brand Shares: % Value 2017-2020
Table 49 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Mobile E-Commerce in Greece

Product link: <https://marketpublishers.com/r/MC2026B33396EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MC2026B33396EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970