

Retailing in Greece

<https://marketpublishers.com/r/R4527C9B75EEN.html>

Date: February 2022

Pages: 137

Price: US\$ 2,100.00 (Single User License)

ID: R4527C9B75EEN

Abstracts

Having declined sharply during 2020, retailing current value sales rebounded during 2021 but remained below their 2019 peak. The brunt of the downturn during 2020 was borne by non-grocery specialists, such as apparel and footwear specialist retailers and department stores. As most non-grocery specialists were classed as 'non-essential' retail outlets by the government, they were forced to close for an extended period due to restrictions on movement. In contrast, grocery retailers were regarded a...

Euromonitor International's Retailing 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.

Product coverage: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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

RETAILING IN GREECE

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce is the big winner

Pandemic boosts discounters and convenience stores

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 1 Cash and Carry Sales: Value 2016-2021

Seasonality

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 2 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 3 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 4 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 5 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 6 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 7 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 9 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 11 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 12 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 13 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 14 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 15 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 17 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 18 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 19 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 20 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 21 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 23 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 24 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 25 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 26 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 27 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 28 Retailing GBO Company Shares: % Value 2017-2021

Table 29 Retailing GBN Brand Shares: % Value 2018-2021

Table 30 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 31 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 32 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 33 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 34 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 35 Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 36 Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 37 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 38 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 39 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 40 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 41 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 42 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 43 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 44 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 45 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 46 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 48 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 49 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 50 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 51 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 52 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 53 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 54 Forecast Sales in Non-Store Retailing by Channel: % Value Growth

2021-2026

Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space

2021-2026

Table 56 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 57 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 58 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 59 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 60 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 62 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 63 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 64 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 65 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 66 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 68 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 69 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 70 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 71 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 72 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic continues to support strong growth in retail current value sales

Kiosky's is one of the most rapidly growing chains

Bigger players offer lower prices but have shorter opening hours

PROSPECTS AND OPPORTUNITIES

Accelerating consumer lifestyles will help to drive growth

Convenience stores will continue to get smaller

More convenience stores will offer e-commerce

CHANNEL DATA

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 74 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 75 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 76 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 78 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 80 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DISCOUNTERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Dominant Lidl Hellas drives growth

Following pandemic-induced delays, new store openings surge in 2021

Bazaar is the leading domestic discounter

PROSPECTS AND OPPORTUNITIES

Growth will slow, but discounters will continue to cannibalise supermarkets

Russian chain Mere aims to take on Lidl

Players will increasingly focus on upgrading existing stores, rather than building new ones

CHANNEL DATA

Table 81 Discounters: Value Sales, Outlets and Selling Space 2016-2021

Table 82 Discounters: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 83 Discounters GBO Company Shares: % Value 2017-2021

Table 84 Discounters GBN Brand Shares: % Value 2018-2021

Table 85 Discounters LBN Brand Shares: Outlets 2018-2021

Table 86 Discounters LBN Brand Shares: Selling Space 2018-2021

Table 87 Discounters Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 88 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HYPERMARKETS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic regulations undermine non-grocery sales

Sklaenitis remains the sole player in hypermarkets, but larger supermarkets pose a competitive threat

Sklavenitis focuses on renovating existing stores, rather than new store openings

PROSPECTS AND OPPORTUNITIES

Larger supermarkets will remain Sklavenitis' main competitive threat

The rise of e-commerce will undermine growth in retail value sales

Shift from 'cart to basket' will undermine hypermarket sales

CHANNEL DATA

Table 89 Hypermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 90 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 91 Hypermarkets GBO Company Shares: % Value 2017-2021

Table 92 Hypermarkets GBN Brand Shares: % Value 2018-2021

Table 93 Hypermarkets LBN Brand Shares: Outlets 2018-2021

Table 94 Hypermarkets LBN Brand Shares: Selling Space 2018-2021

Table 95 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 96 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic halts decline in retail value sales of supermarkets

COVID-19 regulations boosted sales in 2020, but demand normalises in 2021

Both AB Vassilopoulos and Sklavenitis have a wide range of outlet sizes

PROSPECTS AND OPPORTUNITIES

Sklavenitis and AB Vassilopoulos will continue to lead

Sklavenitis will expand its e-commerce offering to more urban centres

Decreasing basket size will lead supermarket chains to focus on opening smaller outlets

CHANNEL DATA

Table 97 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 98 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 99 Supermarkets GBO Company Shares: % Value 2017-2021

Table 100 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 101 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 102 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 103 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 104 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

More traditional grocery retailers now offer home delivery

COVID-19 halts decline in retail current value sales of traditional grocery retailers
Traditional grocery retailers look for niches that will provide them with a degree of insulation from modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Will consumer shift away from unpackaged food outlast the pandemic?

Health and wellness and premiumisation trends will support demand growth

Coffee specialists set to flourish

CHANNEL DATA

Table 105 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 106 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 107 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 108 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 109 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 110 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 111 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 112 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Spending yet to recover from pandemic

Demand continues to shift online

Smaller stores in residential areas gain at expense of those in commercial streets

PROSPECTS AND OPPORTUNITIES

Online shift will prove to be a long-term one

Physical stores will increasingly serve as showrooms and click-and-collect points

Many local consumers will remain cautious in their spending due to the lingering economic impact of the pandemic

CHANNEL DATA

Table 113 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 114 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 115 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 116 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value

2018-2021

Table 117 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets

2018-2021

Table 118 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space

2018-2021

Table 119 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 120 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Economic shock of pandemic continues to weigh on demand, but working and studying from home boost demand for computers and peripherals

Pandemic accelerates shift to e-commerce

Buying groups and independents scramble to get online

PROSPECTS AND OPPORTUNITIES

Demand for big-ticket items will recover as economic conditions improve

B2B demand will recover as tourism revives

E-commerce will continue to grow in importance

CHANNEL DATA

Table 121 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 122 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 123 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 124 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 125 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 126 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 127 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 128 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic restrictions undermine demand for beauty products

E-commerce undermines pharmacy/chemist sales

Decline in inbound tourism undermines demand for optical goods

PROSPECTS AND OPPORTUNITIES

Consumer focus will shift from beauty to wellness

Multi-channel presence becomes essential

Revival in inbound tourism will boost demand for optical goods

CHANNEL DATA

Table 129 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 130 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 131 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 132 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 133 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 134 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 135 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 136 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 137 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 138 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 139 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value 2021-2026

Table 140 Forecast Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Economic shock of pandemic undermines demand for big-ticket items

DIY and gardening demand boosted by home seclusion

Economic shock of pandemic chills B2B demand

PROSPECTS AND OPPORTUNITIES

Economic stabilisation will support demand for big-ticket items

Impact of pandemic on consumer tastes and preferences will linger

E-commerce will grow in importance, but most local consumers will continue to shop for large pieces of furniture in person

CHANNEL DATA

Table 141 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 142 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 143 Sales in Home and Garden Specialist Retailers by Channel: Value 2016-2021

Table 144 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2016-2021

Table 145 Home and Garden Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 146 Home and Garden Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 147 Home and Garden Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 148 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 149 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 150 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 151 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value 2021-2026

Table 152 Forecast Sales in Home and Garden Specialist Retailers by Channel: % Value Growth 2021-2026

DEPARTMENT STORES IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic hits department stores particularly hard

E-commerce takes a bite out of department store sales

Attica expands its flagship store

PROSPECTS AND OPPORTUNITIES

Tourism will play a key role in recovery

Conversion of Nike Stores to Collective banner will reinforce Follie Follie's dominance

in department stores

Both Follie Follie and Notos will focus more on e-commerce

CHANNEL DATA

Table 153 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 154 Department Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 155 Department Stores GBO Company Shares: % Value 2017-2021

Table 156 Department Stores GBN Brand Shares: % Value 2018-2021

Table 157 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 158 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 159 Department Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 160 Department Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

VARIETY STORES IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Retail current value sales struggle to recover from pandemic disruption

Christmas brings some much needed cheer

Both Jumbo and Max Stores now sell online

PROSPECTS AND OPPORTUNITIES

Lingering economic impact of COVID-19 will be a boon for variety stores

Product mix will widen

Pepco set to arrive in 2022

CHANNEL DATA

Table 161 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 162 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 163 Variety Stores GBO Company Shares: % Value 2017-2021

Table 164 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 165 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 166 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 167 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 168 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

WAREHOUSE CLUBS IN GREECE

2021 DEVELOPMENTS

DIRECT SELLING IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

E-commerce continues to cannibalise direct selling

Avon and Oriflame continue to lead a relatively fragmented competitive landscape

Tupperware and Herbalife Nutrition both benefit from pandemic

PROSPECTS AND OPPORTUNITIES

E-commerce will remain the main competitive threat

Beauty products will continue to dominate direct sales

Direct sellers will not find it difficult to recruit salespeople

CHANNEL DATA

Table 169 Direct Selling by Category: Value 2016-2021

Table 170 Direct Selling by Category: % Value Growth 2016-2021

Table 171 Direct Selling GBO Company Shares: % Value 2017-2021

Table 172 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 173 Direct Selling Forecasts by Category: Value 2021-2026

Table 174 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic restrictions boost homeshopping

Homeshopping is popular among those reluctant to shop online

Independent food and drink retailers introduce homeshopping in response to the pandemic

PROSPECTS AND OPPORTUNITIES

As daily life normalises, homeshopping will lose traction

E-commerce will continue to grow in popularity

Homeshopping will digitalise

CHANNEL DATA

Table 175 Homeshopping by Category: Value 2016-2021

Table 176 Homeshopping by Category: % Value Growth 2016-2021

Table 177 Homeshopping GBO Company Shares: % Value 2017-2021

Table 178 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 179 Homeshopping Forecasts by Category: Value 2021-2026

Table 180 Homeshopping Forecasts by Category: % Value Growth 2021-2026

VENDING IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased travel drives strong rebound in demand

Footfall in semi-captive environments like factories and gyms begins to recover

Dairy vending under pressure as discounters expand and consumers become more price sensitive

PROSPECTS AND OPPORTUNITIES

Vending 'stores' are set to proliferate

Tourism represents a growth opportunity

The prospects for fresh fruit and vegetables vending are not bright

CHANNEL DATA

Table 181 Vending by Category: Value 2016-2021

Table 182 Vending by Category: % Value Growth 2016-2021

Table 183 Vending GBO Company Shares: % Value 2017-2021

Table 184 Vending GBN Brand Shares: % Value 2018-2021

Table 185 Vending Forecasts by Category: Value 2021-2026

Table 186 Vending Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic continues to drive vigorous growth

Grocery retail chains suffer e-commerce growing pains

Scramble to get online deepens the fragmentation of the online marketplace

PROSPECTS AND OPPORTUNITIES

Demand growth will slow as pandemic restrictions ease

Strategic partnerships will continue to flourish

Change in VAT rules will make foreign e-commerce less attractive

CHANNEL DATA

Table 187 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 188 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 189 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 190 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 191 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 192 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Restrictions on movement impede mobile e-commerce growth

Retailers increasingly use social media for marketing purposes

More retailers are launching their own apps

PROSPECTS AND OPPORTUNITIES

With consumers set to spend less time at home, they will be more likely to use their phones to make online purchases

More retailers will launch smartphone apps

Social networks will continue to grow in importance for both sales and marketing

CHANNEL DATA

Table 193 Mobile E-Commerce (Goods): Value 2016-2021

Table 194 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 195 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 196 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN GREECE

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic boom has yet to run out of steam

Grocery retailers scramble to scale their e-commerce capabilities

Pandemic also boosts popularity of open markets and homeshopping

PROSPECTS AND OPPORTUNITIES

Low penetration rate leaves ample room for growth

Food and drink e-commerce will spread to smaller urban centres

More consumers will purchase fresh food online

CHANNEL DATA

Table 197 Food and Drink E-Commerce: Value 2016-2021

Table 198 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 199 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 200 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

I would like to order

Product name: Retailing in Greece

Product link: <https://marketpublishers.com/r/R4527C9B75EEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R4527C9B75EEN.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