

Sportswear in Greece

<https://marketpublishers.com/r/S753B8FCE00EN.html>

Date: November 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: S753B8FCE00EN

Abstracts

Although inflation is beginning to ease in 2023, average unit prices remain high, and local consumers have been forced to reduce spending on non-essential items, including apparel and footwear. Many consumers are trading down to cheaper brands of sportswear, and in turn, category players have increased discounting activities in order to clear stock accumulated during the pandemic. As a result, current value growth in 2023 is significantly slower than that seen during the previous year of the rev...

Euromonitor International's Sportswear 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 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Sports Apparel, Sports Footwear.

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

Why buy this report?

Get a detailed picture of the Sportswear 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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