

# Travel Retail in Greece

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## Abstracts

Travel retail sales posted an increase of 4% in current value terms in 2013. With value sales of €439 million, offline package holidays was the largest category within travel retail, although it has been stagnating as more Greeks are starting to organise their holidays themselves in order to get better deals.

Euromonitor International's Travel Retail in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Travel Retail Sales by Category, Travel Retail Sales by Channel, Travel Retail Sales by Corporate Business vs Leisure.

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

## Why buy this report?

Get a detailed picture of the Travel Retail 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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Executive Summary

Travel and Tourism Performs Well Despite the Recession

China Greatly Contributes To Growth of Travel and Tourism

Greece Remains A Favourable Destination Amongst Russian

Launch of Ryanair Flights To and From Greece Greatly Contributes To Growth

Release of Chinese Film 'beijing Love Story' Set To Further Boost Arrivals From China

SWOT

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