

# MARKET REPORT



## Apparel Retail in Greece

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# Apparel Retail in Greece

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# Apparel Retail in Greece

## Apparel Retail in Greece

### Summary

Apparel Retail in Greece industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing.
- The Greek apparel retail industry had total revenues of \$3.8bn in 2018, representing a compound annual rate of change (CARC) of -0.9% between 2014 and 2018.
- The womenswear segment was the industry's most lucrative in 2018, with total revenues of \$2.2bn, equivalent to 57.4% of the industry's overall value.
- Austerity measures and soaring unemployment rates have curbed consumer spending significantly, and although clothing is an essential item, consumers are typically only buying exactly what they need and are searching for discounts.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Greece
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Greece
- Leading company profiles reveal details of key apparel retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Greece apparel retail market with five year forecasts

### Reasons to Buy

- What was the size of the Greece apparel retail market by value in 2018?
- What will be the size of the Greece apparel retail market in 2023?
- What factors are affecting the strength of competition in the Greece apparel retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Greece's apparel retail market?

## Additional Details

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