



**Euromonitor
International**

Childrenswear in Greece

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Active lifestyles drive demand for comfortable, durable childrenswear
Fast-fashion brands continue to dominate childrenswear, due to its short lifecycle
Weakened purchasing power impacts sports brands

PROSPECTS AND OPPORTUNITIES

Expected rise in demand for local, sustainable alternatives to fast-fashion brands
Children's swimwear represents untapped opportunity for homegrown brands
Further shift towards online channels, driven by demand for convenience

CATEGORY DATA

- Table 1 - Sales of Childrenswear by Category: Volume 2019-2024
- Table 2 - Sales of Childrenswear by Category: Value 2019-2024
- Table 3 - Sales of Childrenswear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Childrenswear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Childrenswear: % Value 2020-2024
- Table 6 - LBN Brand Shares of Childrenswear: % Value 2021-2024
- Table 7 - Forecast Sales of Childrenswear by Category: Volume 2024-2029
- Table 8 - Forecast Sales of Childrenswear by Category: Value 2024-2029
- Table 9 - Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

Apparel and Footwear in Greece - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

- Table 11 - Sales of Apparel and Footwear by Category: Volume 2019-2024
- Table 12 - Sales of Apparel and Footwear by Category: Value 2019-2024
- Table 13 - Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 14 - Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 15 - NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 16 - LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 17 - Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 18 - Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 19 - Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 21 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/childrenswear-in-greece/report.