

Sportswear in Greece

December 2024

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Sportswear in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear sales continue to expand, boosted by growing demand for versatile, functional clothing Adidas snatches leadership from Nike in sports footwear International chains dominate retail landscape

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Climatic conditions will play an important role in driving sales Fast-fashion brands will drive growth E-commerce will drive more competitive pricing

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