



**Euromonitor  
International**

# Footwear in Greece

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Greek men increasingly invest in durable, versatile footwear styles from top sportswear brands
- Climate impact hampers growth in women's footwear
- Parents prioritise versatility and value in children's footwear

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Apparel and Footwear in Greece - Industry Overview

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