



Euromonitor
International

Menswear in Greece

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Menswear market continues to expand, as Inditex brands offer on-trend designs at competitive prices
Global brands grow in popularity in men's underwear despite strong competition from local players
Men's swimwear continues to grow, supported by recovery of tourism

PROSPECTS AND OPPORTUNITIES

Athleisure brands set to grow in popularity as consumers prioritise comfort and mobility
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Apparel and Footwear in Greece - Industry Overview

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