



Euromonitor
International

Womenswear in Greece

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local brands gain traction
- Waning inflationary pressures and recovery of tourism boost growth in luxury market
- Women’s underwear market remains dominated by large European players and fast-fashion brands

PROSPECTS AND OPPORTUNITIES

- Casual and smart casual womenswear is on the rise as females shift away from formalwear
- Sustainability-focused brands poised for growth as consumer awareness expands
- Retail e-commerce will continue to gain traction, thanks to blend of convenience and competitive prices

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Apparel and Footwear in Greece - Industry Overview

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