

Health and Beauty Specialists in Greece

Euromonitor International March 2023

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	pres thrive as consumers return to physical stores				
	oms in 2022, despite restrictions on online sale of prescription medicines				
	holds strong lead, while Dust & Cream shows upward trend				
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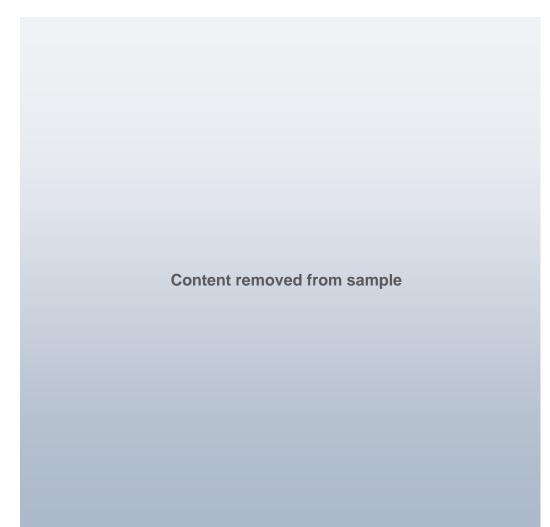
HEALTH AND BEAUTY SPECIALISTS IN GREECE - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2022 DEVELOPMENTS

PROSPECTS AND OPPORTUNITIES



CHANNEL DATA

Table 1 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2017- 2022 2024							
		2017	2018	2019	2020	2021	2022
Value sales EUR million Outlets Selling Space '000 sq m			Data	removed f	rom samı	ole	
Source: Eu	uromonitor International from	official statistics,	trade associatio	ns, trade press, c	company researc	ch,	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 2Health and Beauty Specialists: Value Sales, Outlets and Selling Space: %Growth 2017-2022

% growth			2021/22	2017-22 CAGR	2017/2	2 Total		
Outlets	s EUR million ace '000 sq m		Data	removed from	sample	,		
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources								
Table 3	Table 3 Sales in Health and Beauty Specialists by Channel: Value 2017-2022							
EUR millio	n	2017 20	18 2019	2020	2021	2022		

	 _0.0	_0.0	_0_0		
 Health and Personal Care Stores Optical Goods Stores Pharmacies Beauty Specialists Health and Beauty Specialists 	Data	removed	from sam	nple	
opecialists					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 4 Sales in Health and Beauty Specialists by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

		2021/22	2017-22 CAGR	2017/22 Total
Health and Personal Care Stores Optical Goods Stores Pharmacies Beauty Specialists - Health and Beauty Specialists		Data	removed from s	sample
Source:	Euromonitor International from official statistics, trade asso trade interviews, trade sources	ociations, trade pres	ss, company research,	
Table 5	Health and Beauty Specialists GBO Com	pany Shares: %	Value 2018-2022	

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
_					
D	ata removed from	m sample			

Data removed from sample Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Table 6 Nealth and Beauty Specialists GBN Brand Shares: % Value 2019-2022 % retail value rsp excl sales tax Brand Company (GBO) 2019 2020 2021 2020 Data removed from sample Data removed from sample Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 7 Health and Beauty Specialists LBN Brand Shares: Outlets 2019-2022

sites/outl Brand (G		Company (NBO)	2019	2020	2021	2022			
	Data removed from sample								
Source:	Euromonitor International	from official statistics, trade associatio	ons trade press con						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Space 2022-2027 2022 2023 2024 2025 2026 2027 Value sales EUR million Outlets Data removed from sample Selling Space '000 sq m Euromonitor International from trade associations, trade press, company research, trade interviews, Source: trade sources Note: Forecast value data in constant terms Table 9 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 % growth 2022/23 2022-27 CAGR 2022/27 Total Value sales EUR million Outlets Data removed from sample Selling Space '000 sq m Euromonitor International from trade associations, trade press, company research, trade interviews, Source: trade sources Note: Forecast value data in constant terms Table 10 Forecast Sales in Health and Beauty Specialists by Channel: Value 2022-2027 EUR million 2022 2023 2024 2025 2026 2027 -- Health and Personal Care Stores -- Optical Goods Stores -- Pharmacies Data removed from sample -- Beauty Specialists - Health and Beauty **Specialists** Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources Note: Forecast value data in constant terms Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth Table 11 2022-2027 % constant value growth, retail value rsp excl sales tax

Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Table 8

2022/2023 2022-27 CAGR 2022/27 Total

Data removed from sample

-- Health and Personal Care Stores

-- Optical Goods Stores

-- Pharmacies

-- Beauty Specialists

- Health and Beauty Specialists

 Source:
 Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

 Note:
 Forecast value data in constant terms

RETAIL IN GREECE - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Retail in 2022: The big picture

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Innovative solutions drive growth

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What next for retail?

OPERATING ENVIRONMENT

Informal retail

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Opening hours for physical retail

Summary 1	Standard Ope	ening Hours by C	hannel Type 20	022	
Channel	24-hour opening?	Monday- Thursday	Friday	Saturday	Sunday
Supermarket s					
Non grocery stores	Non grocery			om sample	
Source: Euromonitor International Note: These reflect typical opening hours outside of lockdown					

Seasonality

Shopping Season Name Saint Valentine's Day

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Shopping Season Name Mother's day

Content removed from sample

Christmas and New Year's Day

Easter Content removed from sample Back to School Content removed from sample MARKET DATA Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022 EUR million 2017 2018 2019 2020 2021 2

	2017	2018	2019	2020	2021	2022
Retail E-Commerce Retail Offline Retail		Data r	emoved f	rom samı	ole	
	 Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources 					

Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

2021/22 2017-22 CAGR 2017/22 Total

Retail E-Commerce Retail Offline Retail

Data removed from sample

Table 14Sales in Retail Offline by Channel: Value 2017-2022

EUR million	2017	2018	2019	2020	2021	2022
Direct Selling Vending Non-Grocery Retailers Grocery Retailers Retail Offline		Data	removed	from sam	ple	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 15 Sales in Retail Offline by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
Direct Selling Vending Non-Grocery Retailers Grocery Retailers Retail Offline	Data	removed from	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16 Retail Offline Outlets by Channel: Units 2017-2022

outlet						
	2017	2018	2019	2020	2021	2022
Non-Grocery Retailers Grocery Retailers Retail Offline		Data	removed f	rom samı	ple	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 17 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

% unit growth Non-Grocery Retailers	2021/22 2017-22 CAGR 2017/22 T			
Grocery Retailers Retail Offline	Data removed from sample			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 18 Sales in Retail E-Commerce by Product: Value 2017-2022

EUR million	2017	2018	2019	2020	2021	2022
 Other Products E- Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Appliances and Electronics E-Commerce Health and Beauty E- Commerce Fashion E-Commerce Retail E-Commerce by Product 		Data r	emoved fi	rom samp	ble	
Courses Europeaniter Internetional from	official statistics to		a trada araaa a		h	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note 1: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 19 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total		
 Other Products E-Commerce Home Products E-Commerce Foods E-Commerce Drinks and Tobacco E-Commerce Appliances and Electronics E-Commerce Health and Beauty E-Commerce Fashion E-Commerce Retail E-Commerce by Product 	Data	a removed from	sample		
 Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Note 1: Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions. 					
Table 20 Grocery Retailers: Value Sales, Outlets and	d Selling Spac	ce 2017-2022			

		2017	2018	2019	2020	2021	2022
Outlets	ales EUR million Space '000 sq m		Data r	emoved f	rom samp	ble	
Source:	ce: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources						

 Table 21
 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

% growth		2021/22	2017-22 CAGR	2017/22 Total	
Value sales EUR million Outlets Selling Space '000 sq m		Data	removed from s	sample	
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources					
Table 22	Sales in Grocery Retailers by Channel: V	/alue 2017-2022	2		
EUR million					

	2017	2018	2019	2020	2021	2022
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data	removed	from sam	ple	

Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 	Data	removed from	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 24 Grocery Retailers Outlets by Channel: Units 2017-2022

outlet	2017	2018	2019	2020	2021	2022
 Small Local Grocers Foods/Drink/Tobacco Specialists 		Data	removed f	rom sam	ple	

 Discou Hypern Supern Foreco Conversion 	narkets	Data removed from sample
Source:	Euromonitor International from trade interviews, trade sources	official statistics, trade associations, trade press, company research,

Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

% unit growth	2021/22	2017-22 CAGR	2017/22 Total
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 	Data	removed from	sample
Source: Euromonitor International from official statistics, trade associati	ions, trade pres	s, company research,	

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

		2017	2018	2019	2020	2021	2022			
Value sales EUR million Outlets Selling Space '000 sq m			Data	remove	d from samp	le				
Source:	Euromonitor International from trade interviews, trade sources	official statistics, trade associations, trade press, company research,								
	Table 27 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022									
% growt	th		2	2021/22	2017-22 CAGR	2017/2	22 Total			
Value sales EUR million Outlets Selling Space '000 sq m			Data removed from sample							
Source:	e: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources									

Table 28 Sales in Non-Grocery Retailers by Channel: Value 2017-2022

EUR million	2017	2018	2019	2020	2021	2022
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data re	emoved fr	om samp	le	

Table 29 Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

% current value growth, retail value rsp excl sales tax

	2021/22	2017-22 CAGR	2017/22 Total
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 	Data	a removed from	sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 30 Non-Grocery Retailers Outlets by Channel: Units 2017-2022

outlet	2017	2018	2019	2020	2021	2022
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores 		Data re	emoved fr	om samp	le	

Non-Grocery Retailers Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Table 31 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022 % unit growth 2021/22 2017-22 CAGR 2017/22 Total - Other Non-Grocery Retailers - Leisure and Personal Goods Specialists - Health and Beauty Specialists - Home Products Specialists Data removed from sample - Appliances and Electronics Specialists - Apparel and Footwear Specialists - General Merchandise Stores Non-Grocery Retailers

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 32 Retail GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax					
Company	2018	2019	2020	2021	2022

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 33 Retail GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales ta Brand	ax Company (GBO)	2019	2020	2021	2022
	Data removed from	sample			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 34 Retail Offline GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
D	ata removed fron	n sample			

	Data removed from sample
Source:	Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 35Retail Offline GBN Brand Shares: % Value 2019-2022

% retail value Brand	e rsp excl sales tax Company (GBO)	2019	2020	2021	2022
	Data removed fro	om sample			
	monitor International from official statistics, trade associatic interviews, trade sources	ons, trade press, co	mpany resea	rch,	
Table 36	Retail Offline LBN Brand Shares: Outlets 2019)-2022			
sites/outlets Brand (GBO)	Company (NBO)	2019	2020	2021	2022

Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 37 Retail E-Commerce GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022			
Data	Data removed from sample							

	Data removed from sample
Source: Note:	Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 38 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

% retail Brand	value rsp excl sales ta	x Company (GBO)	2019	2020	2021	2022
		,				
		Data removed	from sample			
		Data removed	nom sample			
Source:		from official statistics, trade assoc	iations, trade press, com	pany research,		
Note:	trade interviews, trade so Vending data captures ve	nding systems installed in public a	ind semi-captive environi	ments only. For		
	further details refer to defi	nitions.				
T 1 1 00						

Table 39Grocery Retailers GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	2018	2019	2020	2021	2022
	Data removed fro	om sample	9		





Table 40Grocery Retailers GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales ta	X				
Brand	Company (GBO)	2019	2020	2021	2022

Data removed from sample

Table 41 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

sites/ou Brand ((Company (NBO)	2019	2020	2021	2022
		Data removed f	rom sample			
Source:	Euromonitor Internationa trade interviews, trade so	l from official statistics, trade associa ources	ations, trade press, cor	npany research,		

Table 42 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

% retail value rsp excl sales tax Company	20	018 201	9 2020	2021	2022
	Data remove	ed from san	nple		

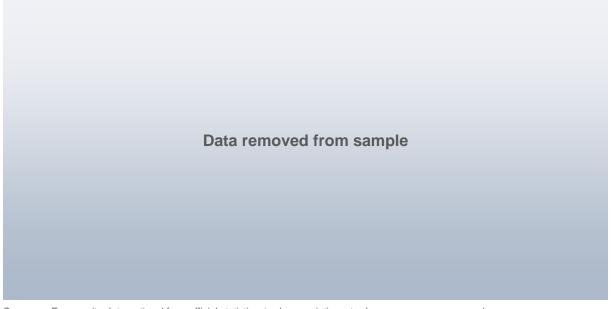


Table 43 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

% retail value rsp excl sales ta Brand	x Company (GBO)	2019	2020	2021	2022
	Data removed fron	n sample			
		·			
Source: Euromonitor International	from official statistics, trade associations	trada prosa ao			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

sites/outlets Brand (GBO)	Company (NBO)	2019	2020	2021	2022
	Data removed from	sample			

Table 44 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 45 2027	Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-						
EUR million		2022	2023	2024	2025	2026	

		2022	2023	2024	2025	2026	2027
Retail E Retail C Retail	-Commerce Offline		Data r	emoved f	rom samp	ole	
Source: Note:	Euromonitor International from trade sources Forecast value data in consta		s, trade press, co	ompany research	n, trade interviev	VS,	

Table 46Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % ValueGrowth 2022-2027

% constant value growth, retail value rsp excl sales tax

		2022/2023	2022-27 CAGE	R 2022/27 To	tal
Retail E-Commerce Retail Offline Retail		Data	a removed fror	n sample	
Source: Euromonitor International from trade sources	n trade associations, trac	de press, company	research, trade interview	WS,	
Table 47 Forecast Sales in	Retail Offline by Cha	annel: Value 20	22-2027		
EUR million	2022	2023 20	24 2025	2026 2	2027
Direct Selling Vending Non-Grocery Retailers Grocery Retailers Retail Offline		Data remo	ved from samp	ble	
Source: Euromonitor International from trade sources Note 1: Forecast value data in consta		le press, company	research, trade interview	WS,	
Table 48 Forecast Sales in	Retail Offline by Cha	annel: % Value	Growth 2022-2027		
% constant value growth, retail va	lue rsp excl sales ta	K			

		2022/2023	2022-27 CAGR	2022/27 Total
	ocery Retailers / Retailers	Data r	emoved from s	ample
Source:	Euromonitor International from trade associations, tra	ade press, company res	earch, trade interviews,	

Table 49 Forecast Retail Offline Outlets by Channel: Units 2022-2027

outlet		2022	2023	2024	2025	2026	2027
	ocery Retailers y Retailers Dffline		Data r	emoved f	rom samp	ole	
Source:	Euromonitor International from trade sources	trade associations,	, trade press, coi	mpany research	, trade interview	S,	

Table 50 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

% unit growth

		2022/23	2022-27 CAGR	2022/27 Total
	ocery Retailers / Retailers)ffline	Data	removed from	sample
Source:	Euromonitor International from trade associations, trade pr trade sources	ess, company res	earch, trade interviews,	

Table 51 Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

EUR million	2022	2023	2024	2025	2026	2027
 Other Products E- Commerce Home Products E- Commerce Foods E-Commerce Drinks and Tobacco E- Commerce Appliances and Electronics E-Commerce Health and Beauty E- Commerce Fashion E-Commerce Retail E-Commerce by Product 		Data re	emoved f	rom samp	le	
Source: Euromonitor International from trade sources		, trade press, coi	mpany research	n, trade interview	'S,	

 Note 1:
 Forecast value data in constant terms

 Note 2:
 Vending data captures vending systems installed in public and semi-captive environments only. For further details refer to definitions.

Table 52 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

		2022/2023	2022-27 CAGR	2022/27 Total
 Home Foods Drinks Applia Health Fashio 	Products E-Commerce Products E-Commerce & E-Commerce ances and Tobacco E-Commerce ances and Electronics E-Commerce and Beauty E-Commerce on E-Commerce E-Commerce by Product	Data	removed from	sample
Source: Note:	Euromonitor International from trade associations, trade por trade sources Vending data captures vending systems installed in public further details refer to definitions.			

Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

	2022	2023	2024	2025	2026	2027
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Outlets	ales EUR million Space '000 sq m	Data removed from sample							
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources Note: Forecast value data in constant terms									
Table 5 2022-20		orecasts: Value	e Sales	s, Outlets and Se	elling Space: % Gro	wth			
% growth 2022/23 2022-27 CAGR 2022/27 Total							Total		
Outlets	ales EUR million Space '000 sq m			Data r	emoved from	sample			
Source: Note:	Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources								
Table 5	Table 55 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027								
EUR million 2022 2023 2024 2025 2026 20						2027			

	2022	2023	2024	2025	2026	2027
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data	removed	from sam	ple	
Courses Europeaniter Internetional from t	rada ananaintinn	trada areaa		. trada interview	-	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources Note: Forecast value data in constant terms

Table 56Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

	2022/2023	2022-27 CAGR	2022/27 Total
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 	Data	removed from	sample

Note: Forecast value data in constant terms

Table 57 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

outlet	2022	2023	2024	2025	2026	2027
 Small Local Grocers Foods/Drink/Tobacco Specialists Warehouse Clubs Discounters Hypermarkets Supermarkets Forecourt Retailers Convenience Stores Convenience Retailers Grocery Retailers 		Data r	emoved f	rom samı	ble	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 58 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

% unit growth		2022/23	2022-27 CAGR	2022/27 Total
 Small Local G Foods/Drink/T Warehouse C Discounters Hypermarkets Supermarkets Forecourt Re Convenience Convenience Grocery Retailed 	obacco Specialists lubs tailers Stores Retailers	Data	removed from	sample
Source: Euromo	onitor International from trade associations, trade pre	ess, company res	earch, trade interviews,	

Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

		2022	2023	2024	2025	2026	2027
Value sales EUR million Outlets Selling Space '000 sq m Data removed from sample							
Source: Note:	Euromonitor International from trade interviews, trade source Forecast value data in consta	es	ade association	s, trade press, c	ompany researc	h,	

Table 60 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

% grow	/th	2022/23	2022-27 CAGR	2022/27 Total
Outlets	ales EUR million Space '000 sq m	Data	removed from	sample
Source: Note:	Euromonitor International from official statistics, trade asso trade interviews, trade sources Forecast value data in constant terms	ciations, trade pre	ess, company research,	

Table 61 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

EUR million	2022	2023	2024	2025	2026	2027
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data r	emoved f	rom samp	ble	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: Forecast value data in constant terms

Table 62 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

% constant value growth, retail value rsp excl sales tax

		2022/2023	2022-27 CAGR	2022/27 Total
 Leisure and Health and Home Procestion Appliancestic Apparel and 	-Grocery Retailers ad Personal Goods Specialists d Beauty Specialists ducts Specialists s and Electronics Specialists and Footwear Specialists lerchandise Stores y Retailers	Data	removed from s	ample
	romonitor International from trade associations, trade pr de sources	ess, company rese	earch, trade interviews,	

Table 63 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

outlet	2022	2023	2024	2025	2026	2027
 Other Non-Grocery Retailers Leisure and Personal Goods Specialists Health and Beauty Specialists Home Products Specialists Appliances and Electronics Specialists Apparel and Footwear Specialists General Merchandise Stores Non-Grocery Retailers 		Data	removed f		ple	

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 64 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

% unit g	growth	2022/23	2022-27 CAGR	2022/27 Total
 Leisur Health Home Applia Appar Gener 	Non-Grocery Retailers re and Personal Goods Specialists n and Beauty Specialists Products Specialists unces and Electronics Specialists el and Footwear Specialists ral Merchandise Stores ocery Retailers	Data	removed from	sample
Source:	Euromonitor International from trade associations, trade pres trade sources	s, company res	earch, trade interviews,	

DISCLAIMER

Forecast closing date: 13 February 2022

Report closing date: 10 March 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2022 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 2 Research Sources

Official Sources	
	Content removed from sample
Trade Associations	Content removed from sample
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