

# Sportswear in Greece

November 2023

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## Sportswear in Greece - Category analysis

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Inflationary pressures and discounting activities lead to slower growth

Non-sport apparel and footwear outperform sportswear in 2023

Sport goods retailers and brand boutiques drive sales growth

#### PROSPECTS AND OPPORTUNITIES

Omnichannel is emergent in sportswear, but post-pandemic consumer behaviour will hamper e-commerce growth

International chains are set to strengthen their presence driving out independent sportswear retailers

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