

Footwear in Greece

November 2023

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Footwear in Greece - Category analysis

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2023 DEVELOPMENTS

Discounting intensifies as players respond to inflation

Sports brands lead men's footwear in 2023

Women's footwear is the best category performer in 2023

PROSPECTS AND OPPORTUNITIES

Casual and versatile shoes expected to remain the key growth driver in the coming years

Women's shoes will outperform other subcategories in the short-term

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