

Womenswear in Greece

November 2023

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Womenswear in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weather patterns in 2023 unfavourable for some subcategories within womenswear
Domestic players retain a strong presence in womenswear in 2023
Fast fashion brands strengthen their position while sustainability remains embryonic

PROSPECTS AND OPPORTUNITIES

E-commerce set to lose traction as local consumers return to brick and mortar retailing
Casual and versatile items will help drive growth in the years ahead
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