



# Footwear in Greece

November 2023

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## Footwear in Greece - Category analysis

### KEY DATA FINDINGS

#### 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

Performance footwear will be slow to recover due to ongoing price sensitivity

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