



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
Affordable womenswear set to gain share in the short term as consumer purchasing power remains constrained

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