



Euromonitor
International

Appliances and Electronics Specialists in Greece

June 2026

Table of Contents

[Appliances and Electronics Specialists in Greece - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Discount-Driven Shoppers Boost Sales during Major Promotional Periods

Online Customer Reviews Power Buying Habits

Chart 2 - Shoppers Turn to Online Reviews for Guidance

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Flexible Payment Options and Price Matching Drive Higher Value Purchases

Shoppers Blend Online Research with In-Store Experience to Maximise Value

Eco-Friendly Features Attract Younger Buyers Seeking Long-Term Savings

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Kotsovolos Cements Lead with Payment Flexibility and Digital Tools

Chart 5 - Analyst Insight for Appliances and Electronics Specialists

Chart 6 - Kotsovolos Launches New Payment Plan

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Appliances and Electronics Specialists

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Appliances and Electronics Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Greece - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retailers Drive Growth through Private Label Investment

Ab Vassilopoulos Leverages Constant Promotions to Capture Value-Driven Shoppers

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters Attract Price-Driven Shoppers with Frequent Promotions

Retail E-Commerce Accelerates as Omnichannel Expectations Rise

Hypermarkets and Variety Stores Expand by Meeting Demand for Convenience

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Retail

Sklavenitis Strengthens Lead as Mergers Reshape Competition

Chart 21 - Olive Oil Vending

Vending and Urban Formats Drive Innovation

Chart 22 - Ikea Opens Small Local Stores

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

