



Euromonitor
International

Apparel Accessories in Greece

February 2026

Table of Contents

[Apparel Accessories in Greece - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market characterised by polarisation

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Market polarisation drives value sales growth

Lovegreece capitalises on heritage and dual pricing

Hats/caps sees strongest growth

Chart 3 - Lovegreece Promoting Heritage and Pricing Options

WHAT'S NEXT?

Digital channels and sustainability drive growth

Other apparel accessories to remain largest category, while ties struggles

Tourism and sustainability shape business strategies

COMPETITIVE LANDSCAPE

Top companies maintain lead with stable market shares

No significant mergers, acquisitions or new launches

CHANNELS

Non-grocery retailers dominate sales of apparel accessories

Chart 4 - Vendora Remains a Competitive Resale Player

Retail e-commerce gains traction with innovative features

Emerging trends shape retail environment

PRODUCTS

Gen Z drives innovation with streetwear and local production

Chart 5 - ZEFYR Targeting Gen Z Shoppers

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear in Greece - Industry Overview](#)

EXECUTIVE SUMMARY

Modest current value growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

INDUSTRY PERFORMANCE

Mat Fashion navigates market polarisation with niche positioning

Chart 8 - Mat Fashion Continues to Carve Out Space in Turbulent Sector

Kappa Greece engages Gen Z through culture and street style

Chart 9 - Kappa Greece – Engaging Gen?Z Through Culture, Music and Street Style

Ancient Greek Sandals capitalises on travel and tourism boom

Chart 10 - Ancient Greek Sandals × One&Only Kéa Island

WHAT'S NEXT?

Consumers drive growth through online channels and sustainability

Apparel remains largest category with stable growth prospects
Niche segments drive growth through diversification and circularity

COMPETITIVE LANDSCAPE

Leading brands maintain strength in a fragmented market
No significant mergers or new product launches expected

CHANNELS

Retail offline remains dominant despite e-commerce growth
Retail e-commerce drives growth with immersive experiences
Experience and technology shaping the retail environment

PRODUCTS

Targeting tourism boom

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Greece 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Greece 2025
Chart 14 - Consumer Landscape in Greece 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/apparel-accessories-in-greece/report.