

# Convenience Retailers in Greece

March 2024

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## Convenience Retailers in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Ongoing habit of shopping nearby

Convenience stores players tap into demand for on-the-go coffee and baked goods

Supermarkets players continue to invest in convenience stores

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Changing locations and stores in line with evolving demand trends

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Increasingly mimicking supermarkets

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