

Retail and Tourism on Greece:

Why do we
need a New
Approach?

The most important employer of the Greek economy

Greek economy **grew** by

6% in **2022**



but the rate is expected to **decelerate** to

1.6% in **2023**

High rate of inflation

9.6%

is expected to

decrease real disposable income and consumption



222.000

businesses in commerce
industry employ

725.000

persons



Turnover

in commerce industry
is just above

167 billion euros
(2022)



Retail Sector

141.000 businesses
in the Retail sector



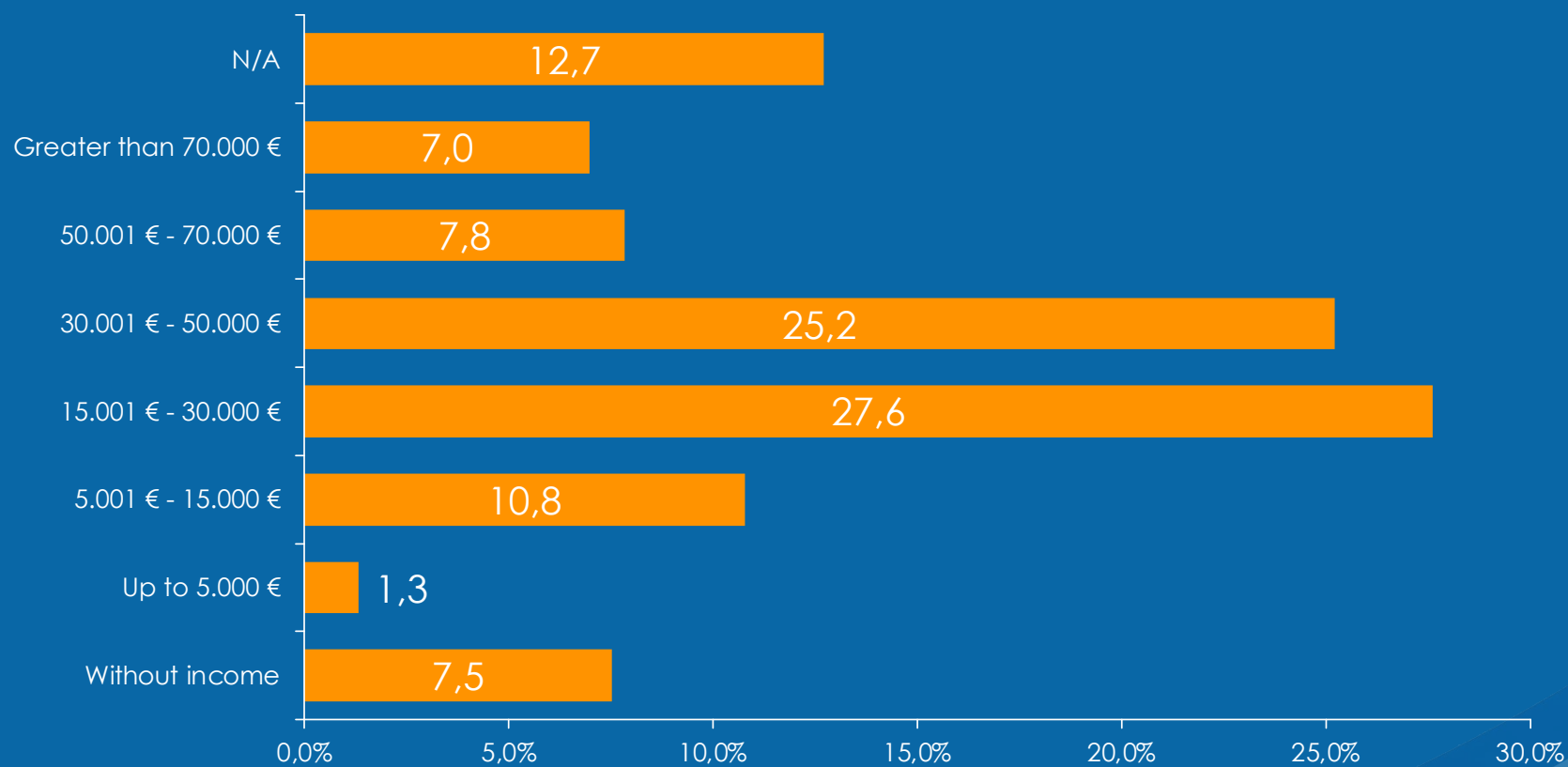
Turnover in the retail sector almost reaches **53 billion euros** (2022), accounting for **11,5%** of total turnover of the Greek economy and for **31,6%** of the commerce industry.

Almost 500.000 persons work in Retail, thus contributing by **11,9%** to total economy's employment, by **16,2%** to the Service Sector and by **68,6%** to the Commerce industry.



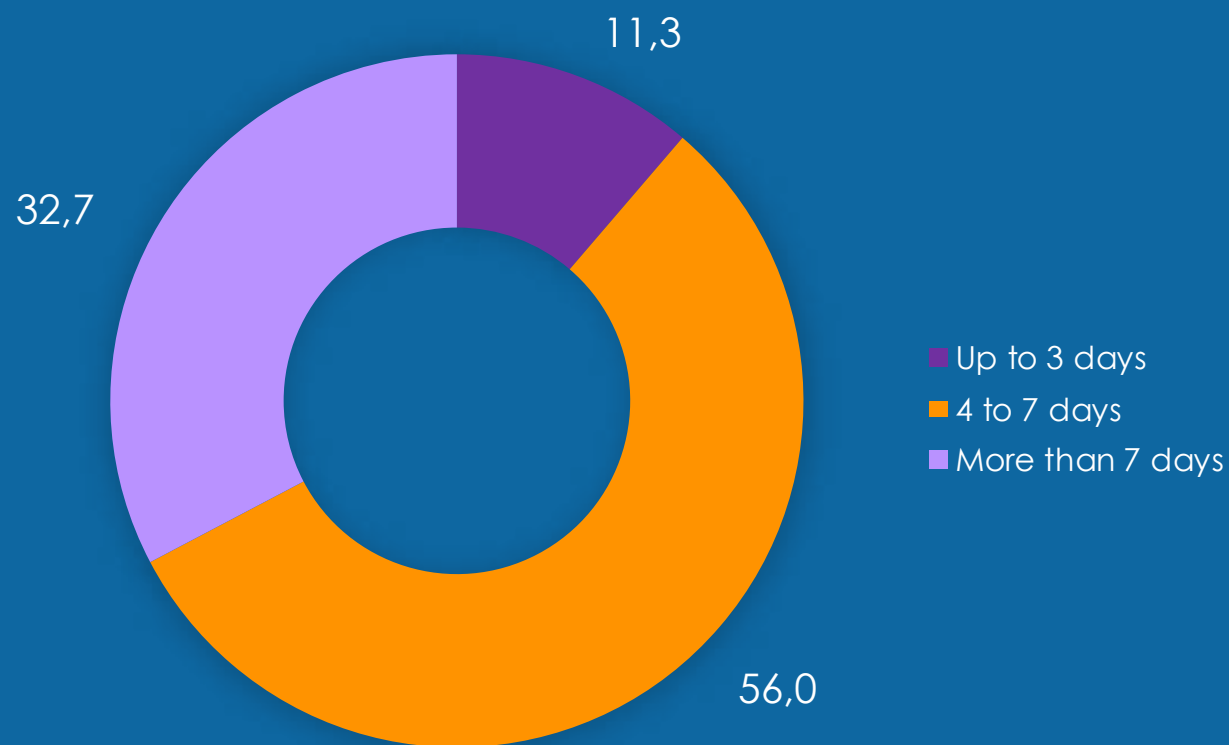
We need to attract higher income tourists

Tourists personal income distribution (%)



Convince them to stay longer

Days spent in Greece (%)



Provide tourists more shopping choices

Daily personal spending



Staying **61€ / 30,3%**



Other expenses **14€ / 7%**



Transportation **49€ / 24,4%**



Restaurants/ Coffee shops **35€ / 17,4%**



Shopping **18€ / 9%**



Services (e.g. entertainment, cultural, sports) **12€ / 6%**

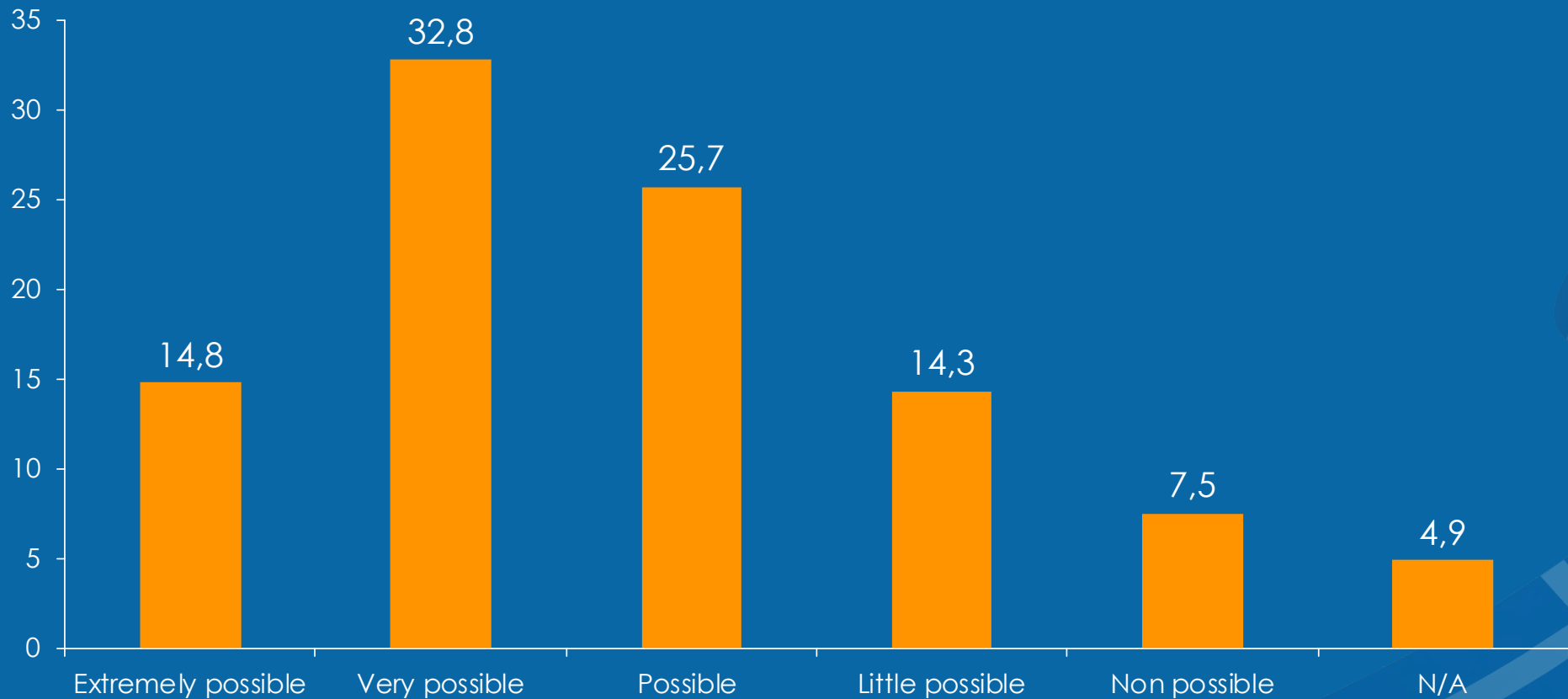


Food (e.g. Supermarkets) **12€ / 6%**

Total 201€ / 100%

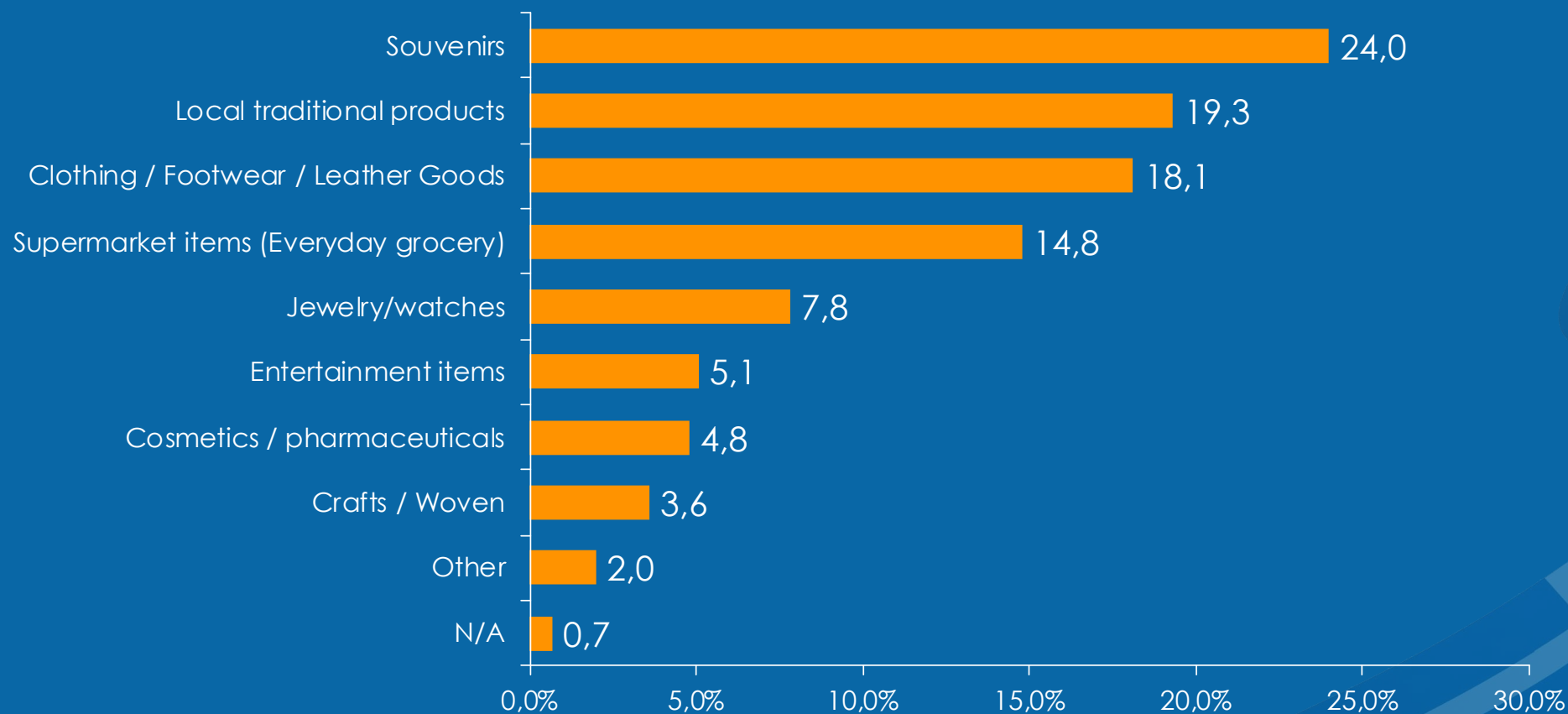
Further Enhance Greek Products Shopping Follow Up

Will you buy Greek products after returning home? (%)



Change the mix of Shopping

What Tourists buy during staying (%)



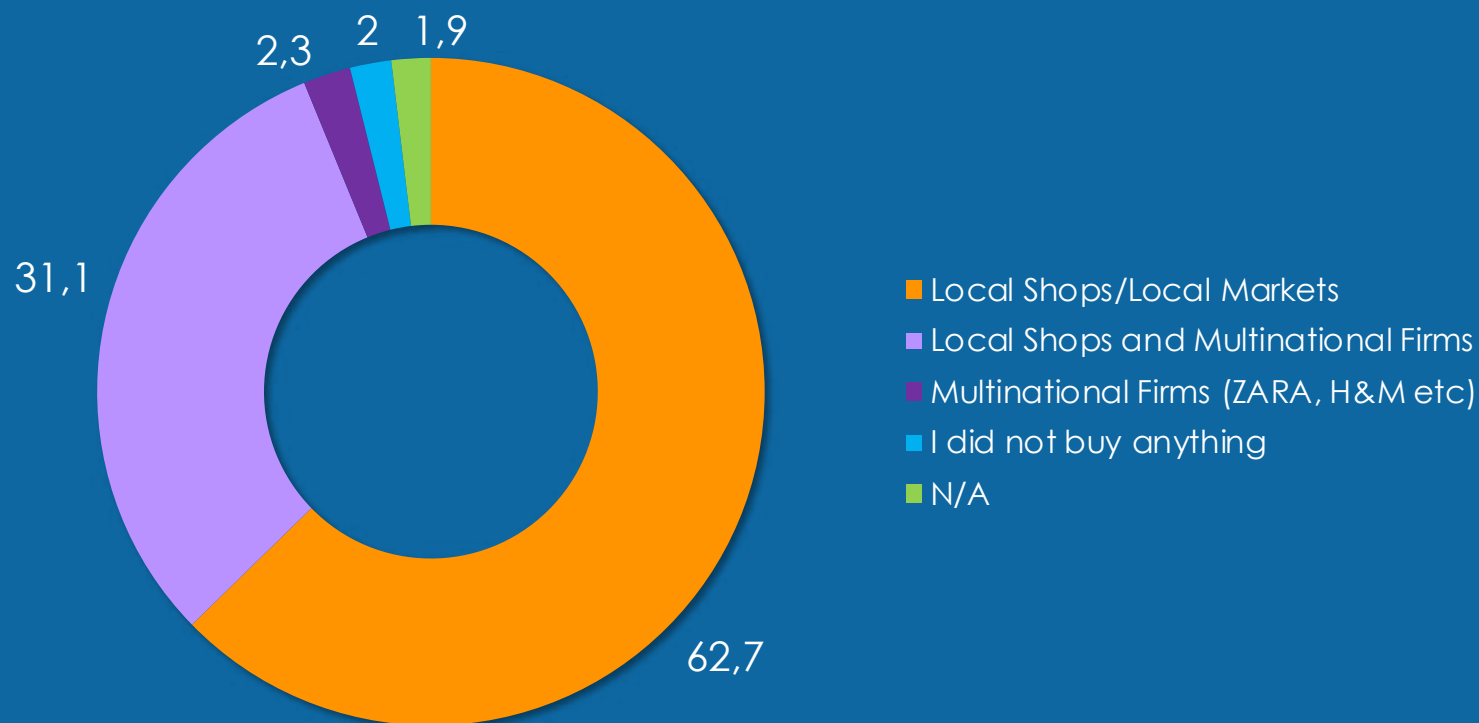
Create a holistic, high level Shopping Experience

Why do you shop these products? (%)



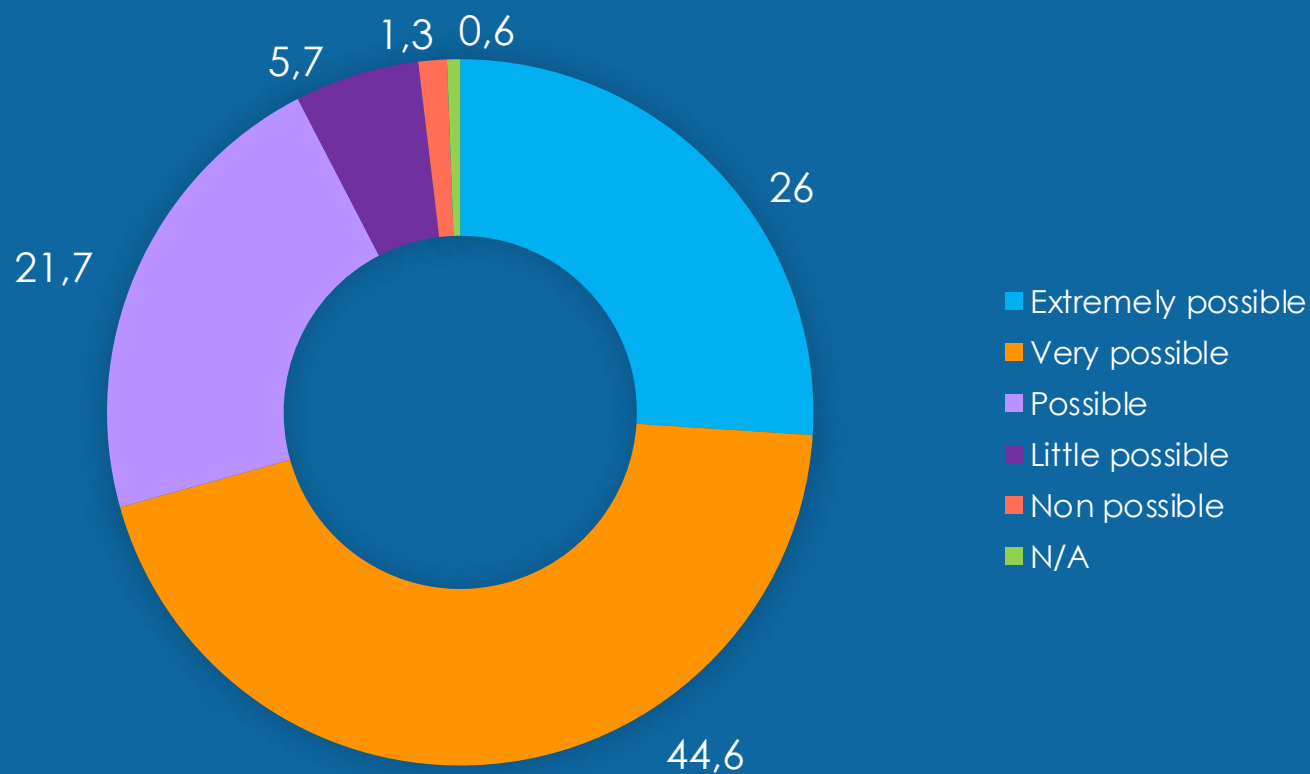
Local Shops and markets can benefit more

Shopping from ... (%)



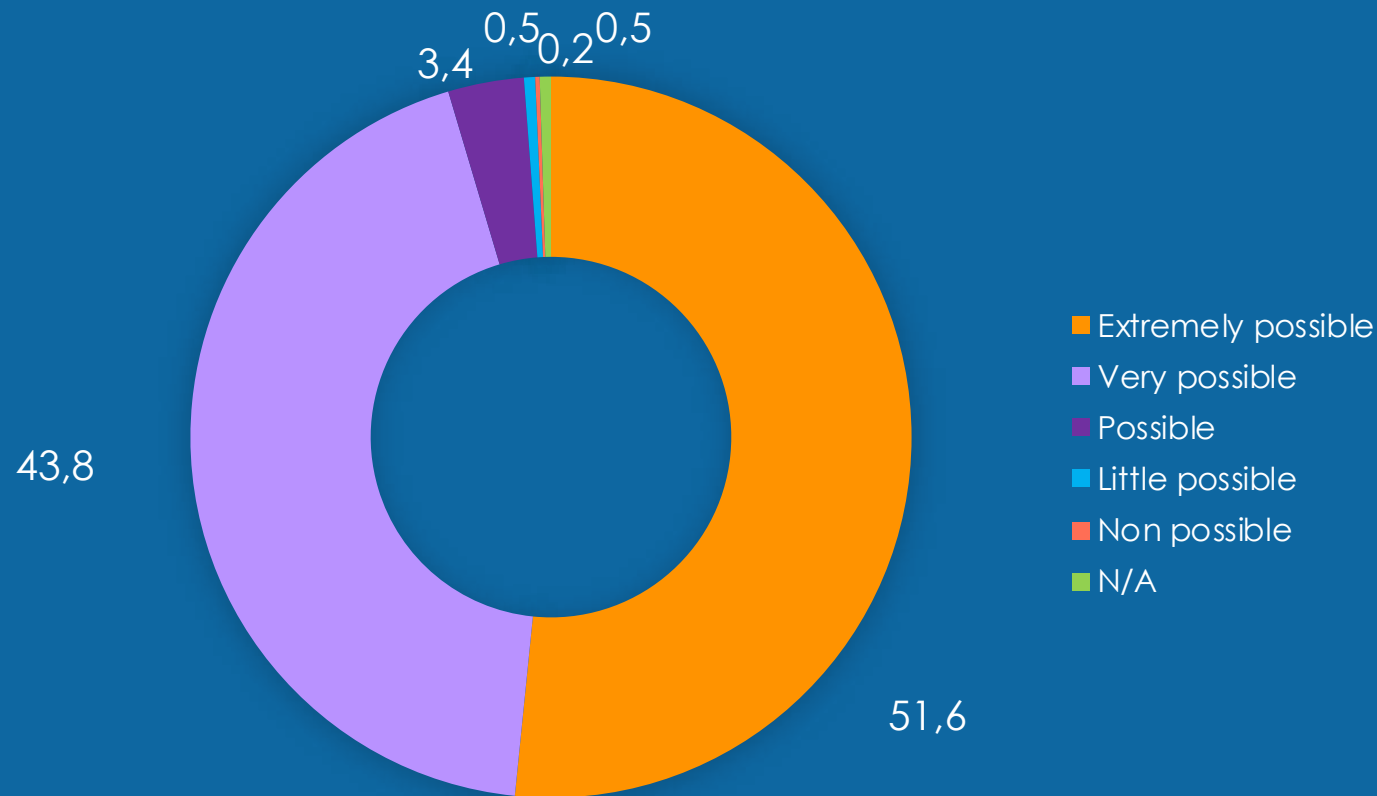
Make the possibility reality

How possible is to re-visit the market? (%)



Help tourists to say kind words about Shopping Experience

How possible is to suggest shopping in Greece to friends/relatives? (%)



Shopping in Greece

ESEE

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