

Greece

Population - 10.47 million
Capital - Athens
Currency - Euro
Main language - Greek



6m

The number of Greek eCommerce users in 2021 was 6m

53%

Over half of the Greek population shops online

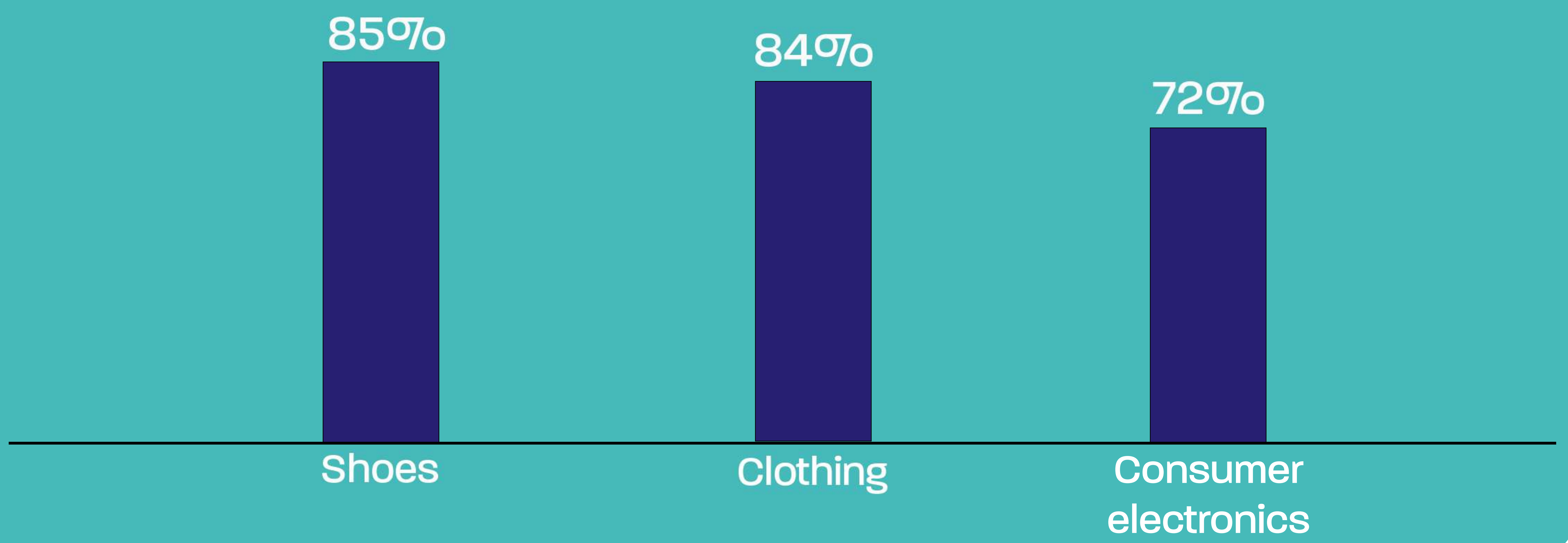
24%

On average the top Greek stores achieved a year on year growth of 24% in 2021

52%

Over half of online stores among the top 100 in Greece are involved in fashion

Sectors Greek consumers are most interested in...



The most successful online shops are...

- * kotsovolos.gr
- * zara.com
- * e-shop.gr

Other retailers include: plaisio.gr, e-jumbo.gr & Amazon.com

Delivery methods offered by leading online retailers...

- * Click & Collect
- * ELTA
- * ACS

Other delivery methods include: DHL, SpeedEx & Geniki Taxydromiki

71%

The market volume of the top 100 Greek online stores has increased by 71% since 2018

27%

The top 5 online stores in Greece account for 27% of net sales in 2020

2,801.6m
USD

The revenue of the eCommerce market amounted to 2,801m USD in Greece 2020