

Table of contents

EXECUTIVE SUMMARY	5	5. VALUATION OF COMPANIES OF THE INDUSTRY.	71
INTRODUCTION	7	5.1 Valuation methodology.....	72
1. GENERAL INFORMATION	8	5.2 Valuation of major companies of the industry (2013-2016).....	73
1.1 Industry definition.....	9	6. MARKET	74
1.3 Industry general facts & figures.....	11	6.1 Market size of cultivated areas of greenhouse vegetables and fruits.....	75
1.4 Industry general characteristics.....	12	6.2 Geographical allocation of cultivated areas of greenhouse vegetables and fruits.....	77
1.5 Agricultural sector in Greece.....	16	6.3 Cultivation structure of greenhouse vegetables and fruits(2012-2016).....	79
1.5 Primary production of fruits and vegetables.....	19	6.4 Domestic market production of greenhouse vegetables and fruits (2005-2017).....	80
1.6 Foreign trade of fruits and vegetables.....	21	6.5 Structure of domestic production of vegetables and fruits per cultivation (2005-2017).....	81
2. INSTITUTIONAL FRAMEWORK	25	6.6 Domestic market production of greenhouse tomato (2005-2017).....	82
3. DEMAND	31	6.7 Structure of greenhouse tomato production per region.....	83
3.1 Determinants of demand.....	32	6.8 Average output of tomato production.....	84
3.2 Analysis of selected determinants of demand	34	6.9 Domestic market production of greenhouse cucumbers (2005-2017).....	85
4. SUPPLY	51		
4.1 Major production companies of fruits and vegetables (2010-2016).....	53		
4.2 Financial analysis of the industry (2010-2016)..	55		
4.3 Groups of companies financial indicators comparison (2016).....	61		
4.4 Consolidated balance sheet Assets-Liabilities structure	63		
4.5 Companies financial results growth.....	64		
4.6 Comparative assessment of leading companies' financial indicators (2016).....	68		

Table of contents

6.10 Average output of cucumbers production.....	86	8. CONCLUSIONS - PROSPECTS	110
6.11 Domestic market production of greenhouse pepper (2005-2017).....	87	8.1 SWOT Analysis.....	111
6.12 Market size of cultivated areas of greenhouse flowers and plants.....	88	8.2 Main Findings - Prospects.....	112
6.13 Geographical allocation of cultivated areas of greenhouse flowers and plants.....	90	APPENDIX	
6.14 Cultivation structure of greenhouse flowers and plants (2012-2016).....	92	Financial indicators of major companies of the industry (2010-2016).....	116
6.15 Domestic market production of greenhouse flowers and plants (2010-2017).....	93	A. Capital structure and financial leverage indicators	117
6.5 Porter’s five forces.....	94	B. Liquidity indicators.....	123
7. INTERNATIONAL MARKET	101	C. Activity indicators.....	126
7.1 Cultivated areas of greenhouse fruits and vegetables in EU-28.....	102	D. Performance indicators.....	132
7.2 Production of greenhouse tomato in EU-28.....	103	Financial formulas.....	137
7.3 Production of greenhouse cucumber in EU-28.	104	SOURCES & BIBLIOGRAPHY	138
7.4 Production of greenhouse peppers in EU-28....	105		
7.5 Production of greenhouse strawberry in EU-28	106		
7.6 Average output of greenhouse tomato production in EU-28.....	107		
7.7 Production of flowers and plants in EU-28.....	108		