

Alcoholic Drinks in Greece

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Report description:

Greece was in lockdown with bars and foodservice outlets subject to closures up until May 2021 with only delivery and takeaway available. This stood in the way of alcoholic drinks sales recovering. Although home delivery of alcoholic drinks, especially cocktails, witnessed a strong increase as many bars started partnerships with delivery aggregators such as Wolt and E-food to balance the losses from bar closures, and new platforms emerged to serve drinks only, these activities could not save the...

Euromonitor International's Alcoholic Drinks in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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