

Beer in Greece

Market Direction | 2022-07-07 | 33 pages | Euromonitor

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Report description:

Bar closures in the context of lockdowns in 2020 and 2021 resulted in strong losses for beer. Although beer was among the least affected categories within alcoholic drinks, partly due to the rise in off-trade consumption compensating for a significant part of the losses in the on-trade, but also because beer consumption is seasonal in Greece and peaks during summer months, the lockdown did not influence the category as much given that the on-trade was closed in both years over the winter. Nevert...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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