

Spirits in Greece

Market Direction | 2022-07-07 | 36 pages | Euromonitor

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Report description:

Having been the most heavily affected by the foodservice closures due to the lockdown in 2020, starting from the third quarter of 2020 bars too introduced home delivery and takeaway to minimise the losses and adapt to the new normal. The share of home delivery and takeaway prior to the pandemic was non-existent, but this changed radically with the pandemic. As table service was limited and bar opening hours affected, many Greeks started to take cocktails to be consumed on the move or to continue...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN GREECE

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On-trade sales of spirits begin to recover as bars introduce home delivery and takeaway

Premiumisation and the diverse effect of the pandemic characterise spirits sales

Consumers abandon drinking at home upon bars reopening

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