

Wine in Greece

Market Direction | 2022-07-07 | 35 pages | Euromonitor

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Report description:

Wine is the only alcoholic drinks category where total volume sales nearly recovered to pre-COVID-19 levels at the end of 2021. It was the category that was subject to a major channel shift during on-trade closure with consumers of wine shifting to drinking it at home during the lockdown, while it also attracted consumers from other alcoholic drinks categories who began to accompany their meals with wine as a treat to themselves during the lockdown. This helped wine total volume sales to only po...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN GREECE

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2021 DEVELOPMENTS

Wine volume sales almost fully recover from the impact of COVID-19

Shift to home consumption accelerates premiumisation in wine

Changes are ongoing in the retailing landscape for wine

PROSPECTS AND OPPORTUNITIES

Major price hikes anticipated for 2022

Economic downturn post-COVID-19 is becoming an obstacle to the value growth of wine

The contribution of tourism is expected to benefit wine and champagne growth in the forecast period

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