

## **Carbonates in Greece**

Market Direction | 2022-12-08 | 33 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The closure of HORECA outlets and the decline in tourism took an extreme toll upon on-trade carbonates consumption in Greece in 2020. Although there was a channel shift from foodservice to retail, a large portion of foodservice volume sales were still lost because tourist purchases vanished. In addition, certain consumption occasions disappeared under lockdown measures like the use of carbonates as mixers for alcoholic drinks. Instead, most consumers opted for beer or wine when at-home instead o...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Carbonates in Greece  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### CARBONATES IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Reopening of market drives on-trade recovery and off-trade impulse purchases

Mixers are a key growth driver, encouraging significant attention and investment from carbonate manufacturers

Increase in mixers cannibalises sales of orange carbonates and lemonade/lime

##### PROSPECTS AND OPPORTUNITIES

More domestic companies invest in carbonates creating an increasingly fragmented competitive landscape

Healthy living to continue shaping developments and consumption trends

Mixers to retain dynamic growth prospects thanks to continued innovation and investment

##### CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 5 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 6 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 10 □ Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 11 □ NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 12 □ LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 13 □ NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 14 □ LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 15 □ Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 16 □ Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 17 □ Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 18 □ Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 19 □ Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 20 □ Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

#### SOFT DRINKS IN GREECE

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 22	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 24	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 25	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 26	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 27	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 28	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 29	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 30	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 31	Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 32	Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 33	Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 34	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 35	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 36	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 37	NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 38	LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 39	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 40	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 41	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 42	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 43	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 44	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 45	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 46	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 47	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 48	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 49	Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 50	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 51	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 52	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Greece

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Carbonates in Greece

Market Direction | 2022-12-08 | 33 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-04"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com