

**Coffee in Greece**

Market Direction | 2022-12-06 | 24 pages | Euromonitor

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**Report description:**

Although disposable incomes have declined in Greece in 2022 amidst high inflation and hikes in energy and petrol prices, coffee remains a daily commodity for most Greeks and a product in which most consumer prioritise quality over price. As such, the category will see stable volume sales and strong increases in retail value sales. Given that consumers have become more demanding of quality when it comes to coffee, the focus on category players is largely on products of a premium positioning. As S...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

**Why buy this report?**

- \* Get a detailed picture of the Coffee 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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