

Concentrates in Greece

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Report description:

Given that the healthy living trend is seeing consumers shift to products of higher nutritional value, sales of concentrates are steadily decreasing. For liquid concentrates, the high sugar content and lack of nutritional value affects demand. Thus, given the limited growth potential, manufacturers are not investing in the category and placing their resources in other more profitable categories. For example, Bioxym is focusing its efforts on its juice brand Creta Fresh and supplying concentrates...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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CONCENTRATES IN GREECE

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Health and wellness is an obstacle to growth for liquid concentrates

Competition with RTD alternatives and specialist sports nutrition affects demand for powder concentrates

Liquid concentrates suffers from outdated image and shrinking audience

PROSPECTS AND OPPORTUNITIES

Off-trade volume and value sales set to fall as liquid concentrates loses out to more modern and healthier options

Ice tea powder concentrates is the best positioned product type

Limited demand from younger consumers will see concentrates phased out of the market

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