

Energy Drinks in Greece

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Report description:

Although energy drinks growth slowed down in 2022, sales in both off-trade value and volume terms will continue to increase. Therefore, it remained among the best performing categories in soft drinks. The top distribution channel will continue to be supermarkets, although kiosks and convenience stores are seeing dynamic growth thanks to the recovery of impulse sales. In fact, unlike many soft drinks categories that have seen sales via supermarkets shrinking upon the re-opening of the market post...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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Energy drinks remain amongst the best performers as impulse purchases increase

Re-opening of the market drives growth in sports-focused energy drinks

Hell and Monster are the best performing brands thanks to low price points and new product launches

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