

## **Hot Drinks in Greece**

Market Direction | 2022-12-06 | 38 pages | Euromonitor

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### **Report description:**

Price hikes are the main factor impacting hot drinks in Greece in 2022, despite VAT on hot drinks remaining at the low level of 13% it dropped to in 2019. This is the same VAT as for packaged food and other goods that classify as commodities). Instead, the retail price of hot drinks has increased due to increases in production and transport costs (which manufacturers are unable to absorb), as well as high inflation. This is negatively affecting consumption, since decreasing disposable incomes in...

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

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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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Premiumisation remains a key trend leading to growth in fresh coffee beans and the rise of specialist coffee shops

Price hikes lead companies to expand economy ranges

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Starbucks enters chocolate-based drinks, boosting category innovation

#### PROSPECTS AND OPPORTUNITIES

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