

Juice in Greece

Market Direction | 2022-12-08 | 31 pages | Euromonitor

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Report description:

Juice will follow the general soft drinks trend of recording double-digit on-trade volume sales growth and a decline in off-trade volume sales. This is largely due to normalisation of consumption habits in the aftermath of the COVID-19 pandemic, with consumers spending less time at home and therefore shifting their consumption towards on-trade venues. In addition, they are purchasing fewer juice products for home consumption given the rising cost of living in the country. This has led to reduced...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Table of Contents:

Juice in Greece
Euromonitor International
December 2022

List Of Contents And Tables

JUICE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ambient juice lags behind in terms of developments and players prioritise the healthier and more profitable chilled section

Larger pack sizes drive growth in retail sales via modern grocery

Rising popularity of Urban Monkey is curtailed by difficult economic conditions

PROSPECTS AND OPPORTUNITIES

Low calorie water-based juice drinks are gathering pace, though they face challenges in the form of high retailing prices and distribution

Growth in juice bars will hinder recovery of on-trade juice sales

Not from concentrate 100% juice to remain the best performer thanks to health trend and lack of maturity

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value 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

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

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Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 27 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 28 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Greece

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SOURCES

Summary 1 Research Sources

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