

Other Hot Drinks in Greece

Market Direction | 2022-12-06 | 22 pages | Euromonitor

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Report description:

Over the past couple of years, the adult segment in other hot drink has registered an increase in market share, with growth deriving mostly from premium products. This includes products from Marchoc, VanHouten, and Starbucks, all of which have performed well upon their new launches. Marchoc particularly benefits from offering a wide range of flavours, whilst Starbucks sees its Salted Caramel register continued popularity. Nevertheless, reduced sugar products are a key growth driver in 2022 due t...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

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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Premiumisation and flavours drives growth in the adult segment

Child-specific products post a decline as children return to school and parents seek healthier alternatives

Starbucks enters chocolate-based drinks, boosting category innovation

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