

Other Hot Drinks in Greece

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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 to...

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Other Hot Drinks in Greece

Euromonitor International

December 2022

List Of Contents And Tables

OTHER HOT DRINKS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

"Guilt-free" products under the spotlight in other hot drinks

Economic downturn set to hinder growth of premium products and boost private label share

Starbucks presence is set to boost category performance, though competition from healthier categories remains a threat

CATEGORY DATA

Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 2 Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 10 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

HOT DRINKS IN GREECE

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 21 □NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 22 □LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 23 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 24 □Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 25 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 26 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 27 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 28 □Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 29 □Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 30 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 31 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 32 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 33 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 34 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 35 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Other Hot Drinks in Greece

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com