

Soft Drinks in Greece

Market Direction | 2022-12-08 | 86 pages | Euromonitor

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Report description:

The re-opening of Greece in the aftermath COVID-19 restrictions has had a noticeable effect on growth in soft drinks. As foodservice venues reopened and pandemic measures were lifted, the category experienced a strong increase in on-trade sales as people returned to these venues and felt more confident being outside their own homes. The re-opening of borders for leisure travel has also been a key growth driver for on-trade sales. In fact, given that tourism was still reduced in 2021 compared wit...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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PROSPECTS AND OPPORTUNITIES

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Growth set to be hindered by competition with energy drinks

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