

Sports Drinks in Greece

Market Direction | 2022-12-08 | 28 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Sport drinks are not regarded as a core category of interest for soft drink manufacturers in Greece and even leading players do not significantly invest in the category. This lack of development is due to consumer awareness being low and greater prospects of profitability in other categories. Moreover, many consumers perceive brands like Lucozade, Gatorade, and Powerade as general soft drinks rather than useful for enhancing sports performance. In fact, athletes and sports enthusiasts are more I...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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@scott-international.com

www.scott-international.com

Table of Contents:

Sports Drinks in Greece
Euromonitor International
December 2022

List Of Contents And Tables

SPORTS DRINKS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sport drinks suffer from poor consumer awareness and lack of investment

Re-opening of gyms boosts awareness and sales of sports drinks

Launch of two new Powerade SKUs shows that the reduced-sugar trend has entered sports drinks

PROSPECTS AND OPPORTUNITIES

Growth set to be hindered by competition with energy drinks

Competition with sports nutrition and supplements will also hamper prospects

Sugar-free products set to claim a growing share though difficult economic circumstances will take a toll

CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

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

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

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

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

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Sports Drinks: % 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

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

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

Sports Drinks in Greece

Market Direction | 2022-12-08 | 28 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@scott's-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@scott's-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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com