

## **Alcoholic Drinks in Greece**

Market Direction | 2023-06-26 | 76 pages | Euromonitor

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### **Report description:**

The reopening of the market and increase in tourism had a strong impact on alcoholic drinks' performance in 2022. While total volume sales of alcoholic drinks did not return to the 2019 pre-pandemic level. Despite the fast growth in on-trade consumption, this tended to cannibalise retail volume sales. However, there were divergences according to category. For example, lager total volume sales remained below the 2019 level, but low/non alcohol beer exceeded 2019 total volume sales. Similarly, spi...

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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## **Table of Contents:**

Alcoholic Drinks in Greece  
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List Of Contents And Tables

### **ALCOHOLIC DRINKS IN GREECE**

#### **EXECUTIVE SUMMARY**

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### **MARKET BACKGROUND**

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

#### **TAXATION AND DUTY LEVIES**

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

#### **OPERATING ENVIRONMENT**

Contraband/parallel trade

Duty free

Cross-border/private imports

#### **KEY NEW PRODUCT LAUNCHES**

Outlook

#### **MARKET INDICATORS**

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### **MARKET DATA**

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

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Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Total volume sales nearly recover to 2019 level

Channel shift and price hikes inform decline in off-trade volume sales

Weather favours recovery

PROSPECTS AND OPPORTUNITIES

Economic pressures to hinder consumption in the short term

Craft beers and local brands to outperform imported rivals

Anheuser-Busch InBev changes distribution partner in Greece

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

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

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 ☐Sales of Beer by Craft vs Standard 2017-2022

Table 28 ☐GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 ☐NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 ☐LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 ☐Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 ☐Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 ☐Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Reopening of society and rebound in tourism drive on-trade recovery

Shift to foodservice leads to losses for the off-trade channel

Strong on-trade brands perform best in growth terms

PROSPECTS AND OPPORTUNITIES

Inflationary pressure on prices set to take its toll on consumption

Economic pressures in European markets to hinder wine sales in Greece and exports

Still rose wine and "other" sparkling to gain traction in the forecast period

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## CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 60 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN GREECE

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

"Back to party" trend sees on-trade volume sales return to the pre-pandemic level

Tourism flows accelerate recovery

Off-trade volume sales drop as consumers prefer to drink spirits away from home

#### PROSPECTS AND OPPORTUNITIES

Consumption to decline in the short term in a tough economic climate

Non alcoholic spirits still far from being mainstream

Trends favourable to "lighter" drinks and premium spirits

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

## CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2017-2022

Table 64 Sales of Spirits by Category: Total Value 2017-2022

Table 65 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 66 Sales of Spirits by Category: % Total Value Growth 2017-2022

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Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022  
Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022  
Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022  
Table 72 □Sales of White Rum by Price Platform: % Total Volume 2017-2022  
Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022  
Table 74 □Sales of English Gin by Price Platform: % Total Volume 2017-2022  
Table 75 □Sales of Vodka by Price Platform: % Total Volume 2017-2022  
Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022  
Table 77 □GBO Company Shares of Spirits: % Total Volume 2018-2022  
Table 78 □NBO Company Shares of Spirits: % Total Volume 2018-2022  
Table 79 □LBN Brand Shares of Spirits: % Total Volume 2019-2022  
Table 80 □Forecast Sales of Spirits by Category: Total Volume 2022-2027  
Table 81 □Forecast Sales of Spirits by Category: Total Value 2022-2027  
Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027  
Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

#### CIDER/PERRY IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Cider almost recovers to the 2019 pre-pandemic total volume sales level

The recovery of tourism informs brand performances

Olympic Brewery gains total volume share in 2022

##### PROSPECTS AND OPPORTUNITIES

Volume sales growth is set to be affected as tourism flows slow

Milokleftis is well placed to make share gains

The weather remains a key variable

##### CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2017-2022  
Table 85 Sales of Cider/Perry: Total Value 2017-2022  
Table 86 Sales of Cider/Perry: % Total Volume Growth 2017-2022  
Table 87 Sales of Cider/Perry: % Total Value Growth 2017-2022  
Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022  
Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022  
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022  
Table 93 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022  
Table 94 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022  
Table 95 □Forecast Sales of Cider/Perry: Total Volume 2022-2027  
Table 96 □Forecast Sales of Cider/Perry: Total Value 2022-2027  
Table 97 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027  
Table 98 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

#### RTDS IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Key new launch helps wine-based RTDs to post dynamic total volume growth in 2022

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Spirit-based RTDs continue to attract investment

Off-trade penetration grows with new launches

#### PROSPECTS AND OPPORTUNITIES

The economic situation is set to dampen the short-term performance

Slowdown in tourist numbers and cautious spending to hit demand in the on-trade channel

Growing product variety increases resilience of RTDs in the off-trade channel

#### CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2017-2022

Table 100 Sales of RTDs by Category: Total Value 2017-2022

Table 101 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 102 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 107 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 108 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 109 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 110 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 111 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 112 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 113 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

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