

Alcoholic Drinks in Greece

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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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