

Beer in Greece

Market Direction | 2023-06-26 | 32 pages | Euromonitor

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Report description:

Fast growth in 2021 and 2022 almost saw beer return to its 2019 pre-Coronavirus (COVID-19) total volume sales level by the end of the review period. This performance was driven by the reopening of the market as the threat of the pandemic and related restrictions eased, resulting in very strong increases in consumption via the on-trade channel. Alongside the strong increase in domestic consumption, the growth in on-trade volume sales was largely derived from the recovery of international tourism,...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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.

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