

Spirits in Greece

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Report description:

Bars were more affected by COVID-19 measures, such as bans on indoor sitting, people not allowed to stand and music prohibited in indoor spaces. Pandemic-related measures were more favourable to traditional on-trade outlets. Therefore, in general, the on-trade volume sales losses in domestic spirits had not been as high as for more commonly consumed in bars and night clubs imported spirits.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN GREECE

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"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

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

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