

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.

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Table of Contents:

Spirits in Greece
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List Of Contents And Tables

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 1 Benchmark Brands 2022

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

ALCOHOLIC DRINKS IN GREECE

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

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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 22 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 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 23 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 3 Research Sources

Spirits in Greece

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