

**Bottled Water in Greece**

Market Direction | 2023-12-07 | 29 pages | Euromonitor

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**Report description:**

There is a very high penetration of private label within bottled water. As such, leading companies are focusing on their brands and forming strategic partnerships with key retailers to produce private label water. This offers opportunities for boosting retail volume sales. For example, Epitoriki bottling company, alongside its brand Vikos, which has been gaining share within mineral water, also started to produce the purified water private label Gargaro, on behalf of the My market chain, as well...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

**Why buy this report?**

- \* Get a detailed picture of the Bottled Water 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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Alongside their own brands, players are focusing on private label options

Innovation focuses on Flavoured Water, aligning with healthy living trends

Added-value products suffered as inflation leads to price increases

##### PROSPECTS AND OPPORTUNITIES

Bottled Water attracts investment as players continue to launch offerings

Polarisation trends increase as economy and premiumisation rises

Tourist flows will continue to play a key role as many prefer Bottled Water

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Due to dramatic price hikes in food, utilities and energy prices, consumers were forced to cut down on non-essentials, impacting soft drinks. Alongside supermarket sales of soft drinks decreasing, impulse purchases through kiosks and convenience stores also suffered. The decline in disposable incomes equally impacted on trade performance, although most product sales were growing in line with the loss seen during COVID-19.

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