

## **Carbonates in Greece**

Market Direction | 2023-12-07 | 31 pages | Euromonitor

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### **Report description:**

Compared to the European average, sugar free products have a very high share of Carbonates in Greece, and penetration is still growing. Sugar free is strong in Cola, while other soft drink options have strong room for growth, and both domestic and international players are investing in sugar-free options.

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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Mixers and non-cola are attracting strong investment from players

Pink grapefruit rises in popularity as a soft drink and cocktail flavour

#### PROSPECTS AND OPPORTUNITIES

Innovations focus on flavours, limited editions and seasonal releases

Sugar free launches continue as mixers and other non-cola options increase

The competitive landscape is set to become more fragmented as local players launch

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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.

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

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