

Concentrates in Greece

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Report description:

There was a lack of developments and investment in the concentrates landscape in 2023, which negatively impacted performance. As a result, sales have continued to decline for another consecutive year. Concentrates is challenged by being viewed as a dated choice, leading to the lack of investment from manufacturers. This, combined with the decline in disposable incomes, impacted consumer spending, resulting in a further decline in sales.

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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CONCENTRATES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lack of investment hinders growth on the Concentrates landscape

Private label offerings dominate sales in Liquid Concentrates

RTD alternatives impact the performance of Powder Concentrates

PROSPECTS AND OPPORTUNITIES

Sales of Liquid Concentrates decline, with lack of investment hindering growth

Limited opportunities for Sports drinks powder concentrates while Ice Tea powder declines

Limited demand will see concentrates phased out of the market?

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SOFT DRINKS IN GREECE

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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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