

Energy Drinks in Greece

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Report description:

Energy drinks remained one of the most dynamic categories in terms of growth in 2023. Even though consumption has been steadily growing for several consecutive years, the landscape has yet to hit maturity and continues to grow. Factors that are contributing to growth include the re-opening of the market post-pandemic, with consumers having busy lifestyles once more, boosting demand for energy drinks. The re-opening of nightclubs and recovery of tourist flows is also driving growth in Red Bull, O...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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ENERGY DRINKS IN GREECE

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2023 DEVELOPMENTS

Energy Drinks continue to be one of the most dynamic soft drinks categories

Room for growth in sugar-free offerings, as players have a lack of options

Monster performs well, however, Hell claims the top brand position

PROSPECTS AND OPPORTUNITIES

Strong investment in marketing activities will remain key to performance

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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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