

Hot Drinks in Greece

Market Direction | 2023-12-06 | 35 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Rising inflation and the decline in disposable incomes negatively impacted hot drinks' performance in 2023. Significant increases in price across hot drinks and high inflation led consumers to be increasingly price-sensitive, with sales driven by promotional periods. For other hot drinks, this has translated to a strong decline in consumption, with these products being regarded as unessential by many. Retail volume growth in tea also slowed, even in areas previously seeing rising sales, such as...

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hot Drinks in Greece
Euromonitor International
December 2023

List Of Contents And Tables

HOT DRINKS IN GREECE

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments?

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Retail sales outperform the on-trade as players invest in products for home use
Tourism contributes to coffee sales; however, many tourists preference retail coffee?
Brand loyalty declines as consumers shift to private label and products on offer

PROSPECTS AND OPPORTUNITIES

While consumers cut down on takeaway coffee, home consumption remains high

Trends in coffee machines will be favourable to Nespresso compatibles

Polarisation to impact developments on the competitive landscape

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023

Table 31 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 32 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

TEA IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in innovation as the cost of living crisis impacts manufacturers

Price hikes lead to a decline in retail volume sales, while value remains positive

Premiumisation remains a key trend in tea, adding value to the landscape

PROSPECTS AND OPPORTUNITIES

Availability and share of private label increases as retailers invest in their lines

Infusions remain a growth driver as consumers seek healthier ingredients in tea

The ongoing rise of premiumisation is set to drive retail value growth in tea

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2018-2023

Table 38 Retail Sales of Tea by Category: Value 2018-2023

Table 39 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 40 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 41 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 42 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 43 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

OTHER HOT DRINKS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as consumers adapt to reduced disposable incomes

Private label and promotional products drive sales in flavoured powder drinks

Innovations focus on premium features among other hot drinks for adults

PROSPECTS AND OPPORTUNITIES

Private label to gain share among flavoured powder hot drinks

Healthy living to challenge the growth of other hot drinks over the forecast period

Innovation will focus on flavours to drive value in other hot drinks

CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

Hot Drinks in Greece

Market Direction | 2023-12-06 | 35 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com