

Hot Drinks in Greece

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

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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.

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Retail sales outperform the on-trade as players invest in products for home use
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PROSPECTS AND OPPORTUNITIES

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