

Juice in Greece

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Report description:

Largely driven by the health trend, chilled Juice has been favoured over the review period, with consumers appreciating the higher nutritional value compared to ambient Juice. However, moving into 2023, ambient Juice had a better performance; the decline in disposable incomes and price increases have resulted in consumers becoming more price sensitive, trading down to affordable options.

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ambient Juice outperforms chilled as consumers trade down to affordable options

Shrinking disposable incomes lead to changes on the competitive landscape

Shift to smaller pack sizes gathers pace as consumers reduce spending

PROSPECTS AND OPPORTUNITIES

Chilled Juice set to recover as the economy strengthens over the forecast period

Innovation focuses on flavours, while Superfruit mixes perform well

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SOFT DRINKS IN GREECE

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Soft drinks in 2023: The big picture

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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