

RTD Coffee in Greece

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Report description:

RTD coffee has a very low penetration in Greece, largely due to strong competition from fresh coffee. The strong coffee culture in the country, and the wide availability of specialist coffee shops means that takeaway coffee prices are very competitive. Despite the on-the-go coffee trend being strong in Greece, it has not helped RTD coffee, with consumers preferring hot coffee, with fresh options from specialists widely available. A competitive disadvantage of RTD coffee is the limited outlet pen...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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The wide availability of fresh coffee hinders the performance of RTD Coffee

Lack of investment in 2023 negatively impacts the RTD coffee landscape

Hell boosts volume sales and reshapes the competitive landscape

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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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