

## **Soft Drinks in Greece**

Market Direction | 2023-12-07 | 82 pages | Euromonitor

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### **Report description:**

In 2023, all product areas posted an increase in retail value sales, due to rising inflation and price hikes. The increase in price points and decline in disposable incomes resulted in consumers adapting their purchasing behaviours, with many searching for deals and discounts to save costs. Despite this, consumption was negatively impacted, with the decline in disposable incomes reducing both purchases and tourism, with lower levels of tourists impacting volume growth in bottled water and RTD co...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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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.

2023 key trends

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PROSPECTS AND OPPORTUNITIES

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Limited opportunities for Sports drinks powder concentrates while Ice Tea powder declines

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Lack of investment in 2023 negatively impacts the RTD coffee landscape  
Hell boosts volume sales and reshapes the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

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