

Tea in Greece

Market Direction | 2023-12-06 | 21 pages | Euromonitor

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Report description:

Tea is yet to be a mature landscape in Greece, and as such, it has been attracting investment, with new players and launches seen during the review period. However, in 2023, the cost of living crisis resulted in a slowdown in development. The decline in disposable income impacted demand for tea, which benefits from the healthy living trend but does not have a commodity status. As consumers in 2023 have been forced to prioritise essentials, growth slowed in tea, with companies being more conserva...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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TEA IN GREECE

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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

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

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