

## **Spirits in Greece**

Market Direction | 2024-06-19 | 32 pages | Euromonitor

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### **Report description:**

Spirits in Greece posted a further, if slower, increase in total volume sales in 2023, notwithstanding the cost-of-living crisis taking its toll on discretionary spending. The increase derived from ongoing strong growth in on-trade consumption as off-trade volume sales continued to decline, signalling a shift back to the on-trade channel with the post-Coronavirus (COVID-19) reopening of the market. The decline in off-trade volume sales was also informed by the dramatic increase in food prices. T...

Euromonitor International's Spirits 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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Euromonitor International  
June 2024

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Scotch whisky sees stronger competition

Tequila emerges as a versatile and key growth driver for spirits

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The cost-of-living crisis is set to take a toll on consumption in the short term

Despite interest in lower ABV drinks, the growth potential for non-alcoholic spirits is quite limited

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