

## **Wine in Greece**

Market Direction | 2024-06-19 | 33 pages | Euromonitor

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### **Report description:**

The reopening of the market, as the Coronavirus (COVID-19) crisis ebbed, boosted wine in Greece in the on-trade channel. However, strong pressure on disposable incomes, as a result of the cost-of-living crisis, meant Greek consumers went out less, which limited the on-trade performance in 2023. Wine benefits from the strong wine culture in Greece, and low prices in comparison to spirits. However, consumers reduced the frequency of visits to restaurants more than they cut down on visits to bars,...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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