

Carbonates in Greece

Market Direction | 2024-11-14 | 31 pages | Euromonitor

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Report description:

Mixers remain a key growth driver in carbonates led by the flavour trend and the growing popularity of pink grapefruit among consumers in Greece. Vikos from Epirotiki Bottling Co SA was the best performing brand in this category, although other brands rolled out this flavour year on year. PepsiCo IVI SA entered the pink grapefruit category at the end of 2023 with the launch of Ivi Pink Grapefruit. After a difficult year in 2023, sales prospects were better in 2024, due to higher-than-expected te...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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