

Concentrates in Greece

Market Direction | 2024-11-14 | 28 pages | Euromonitor

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Report description:

Concentrates in Greece lags other soft drinks categories in terms of growth potential and investment, and this had a significant impact upon category performance in 2024. Volume sales declined for yet another consecutive year, highlighting the lack of consumer interest in these soft drinks. The category is dated; hence manufacturers are not prioritising investment or innovation, focusing instead on categories with better growth potential. The overall decline in soft drinks consumption due to the...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Table of Contents:

Concentrates in Greece
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List Of Contents And Tables

CONCENTRATES IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low growth potential limits financial investment

Iced tea dominates sales of powder concentrates

Private label products gain share

PROSPECTS AND OPPORTUNITIES

Healthy living trend affects performance of liquid concentrates

Powder concentrates will suffer from competition with RTD Formats

Lack of consumer interest will hinder investment

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 3 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

SOFT DRINKS IN GREECE

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

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Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Greece

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SOURCES

Summary 2 Research Sources

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