

## **Hot Drinks in Greece**

Market Direction | 2024-11-14 | 34 pages | Euromonitor

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### **Report description:**

Hot drinks in Greece felt the impact of wholesale commodity price hikes in 2024, resulting in higher off and on-trade prices in the category overall. In the case of coffee, this was linked to supply shortages linked to climate change, while higher transportation costs impacted all hot drinks categories. Since all key raw materials are imported, including coffee beans, cocoa powder and tea leaves, the higher commodity prices led to price increases across the board. On-trade performance was more h...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, 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 Hot Drinks 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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#### PROSPECTS AND OPPORTUNITIES

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