

Juice in Greece

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

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Report description:

Juice has been heavily affected by price increases in Greece over 2024. Retail price inflation resulted in a strong shift away from chilled juice in favour of ambient juice. Whilst ambient juice has also been subject to price hikes, the increase was weaker than in chilled juice as they were less affected by energy prices. Given the consumer price sensitivity, there was a noticeable migration to private label and cheaper brands as consumers looked for more affordable juice. In line with this tren...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

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

Why buy this report?

- * Get a detailed picture of the Juice 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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