

Other Hot Drinks in Greece

Market Direction | 2024-11-14 | 20 pages | Euromonitor

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Report description:

Other hot drinks sales registered strong volume decline in the off-trade and on-trade in Greece, with child specific products hard hit by weak demand. The downward trend reflects consumers' decisions to cut down on indulgence products during a time of economic strain. Added to this, there were no major developments in the category to attract consumer interest and drive category performance. The shift towards healthier diets is also curbing interest and sales in the chocolate-based flavoured powder...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other 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.

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
November 2024

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