

Soft Drinks in Greece

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Report description:

Soft drinks volume sales remained flat overall in 2024, with a slowdown in on trade volumes and a more upbeat performance in retail volume sales. The milder weather proved favourable to soft drinks consumption with higher temperatures in spring boosting volume sales earlier than normal. The extended heat waves over the summer also had a positive effect on soft drinks consumption. Likewise, the increase in Greek tourist flows also had a key impact upon the category. However, inbound tourists were...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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reliable information resources to help drive informed strategic planning.

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