

# Greece Food and Drink Report Q2 2016

<https://marketpublishers.com/r/G004C33F582EN.html>

Date: February 2016

Pages: 59

Price: US\$ 1,295.00 (Single User License)

ID: G004C33F582EN

## Abstracts

**Includes 3 FREE quarterly updates**

**BMI View:** Greece's food and drink industry will return to growth in 2016, following five years of contraction. The recovery in household spending will enable consumers to afford more discretionary food products, while rising health awareness will impact the soft drinks sector. Nonetheless, this will reflect a stabilisation process rather than a full-blown recovery, and investment opportunities will remain weak.

### Latest Updates & Industry Developments

We forecast food sales to return to positive territory over 2016, and to experience modest growth throughout our forecast period to 2020. Following five years of contraction, the industry will benefit from improving macroeconomic conditions and modest gains in household spending.

## Contents

BMI Industry View

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (Greece 2013-2020)

Drink

Latest Updates

Structural Trends

Table: Non-alcoholic Drink Sales (Greece 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Industry Risk Reward Index

Western Europe Risk/Reward Index

Table: Western Europe Food & Drink Risk/Reward Index Q216

Greece Risk/Reward Index

Market Overview

Food

Market Drivers & Trends

Drink

Market Drivers & Trends

Mass Grocery Retail

Market Drivers & Trends

Competitive Landscape

Table: Key Players In Greece's Food Sector

Table: Key Players In Greece's Drink Sector

Table: Key Players In Greece's Mass Grocery Retail Sector

Company Profile

Unilever

Nireus Aquaculture

Coca-Cola Hellenic Beverages Company

Athenian Brewery

Marinopoulos

Demographic Data

Demographic Forecast

Table: Population Headline Indicators (Greece 1990-2025)

Table: Key Population Ratios (Greece 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Greece 1990-2025)

Table: Population By Age Group (Greece 1990-2025)

Table: Population By Age Group % (Greece 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

## I would like to order

Product name: Greece Food and Drink Report Q2 2016

Product link: <https://marketpublishers.com/r/G004C33F582EN.html>

Price: US\$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G004C33F582EN.html>