

Alcoholic Drinks in Greece

<https://marketpublishers.com/r/AD190869268EN.html>

Date: June 2024

Pages: 74

Price: US\$ 2,100.00 (Single User License)

ID: AD190869268EN

Abstracts

Overall, alcoholic drinks in Greece saw flat total volume sales in 2023, despite the impact of inflation and the cost-of-living crisis upon disposable incomes and purchasing power. Off-trade volume sales fell in a number of categories, influenced by the reopening of the market (easing and lifting of Coronavirus (COVID-19) measures) and a channel shift to foodservice. Moreover, dramatic hikes in food prices and most household essentials forced consumers to be more conservative in their spending.

Euromonitor International's Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

Get a detailed picture of the Alcoholic 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.

Contents

Alcoholic Drinks in Greece
Euromonitor International
June 2024

LIST OF CONTENTS AND TABLES

ALCOHOLIC DRINKS IN GREECE
EXECUTIVE SUMMARY
Alcoholic drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments
Summary 1 Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 Research Sources

BEER IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Channel shifts shape trends

Tourism saves the year

Economic effects loom large

PROSPECTS AND OPPORTUNITIES

Non-alcoholic beer has yet to reach maturity

The competitive landscape is set to become more fragmented

Lager to retain the lion's share but there is space for other types of beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 4 Lager by Price Band 2023

Table 17 Number of Breweries 2018-2023

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2018-2023

Table 19 Sales of Beer by Category: Total Value 2018-2023

Table 20 Sales of Beer by Category: % Total Volume Growth 2018-2023
Table 21 Sales of Beer by Category: % Total Value Growth 2018-2023
Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023
Table 23 Sales of Beer by Off-trade vs On-trade: Value 2018-2023
Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
Table 26 Sales of Beer by Craft vs Standard 2018-2023
Table 27 GBO Company Shares of Beer: % Total Volume 2019-2023
Table 28 NBO Company Shares of Beer: % Total Volume 2019-2023
Table 29 LBN Brand Shares of Beer: % Total Volume 2020-2023
Table 30 Forecast Sales of Beer by Category: Total Volume 2023-2028
Table 31 Forecast Sales of Beer by Category: Total Value 2023-2028
Table 32 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
Table 33 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic concerns hinder growth potential

Tourism flows boost wine flows

Weather takes a toll on wine

PROSPECTS AND OPPORTUNITIES

Strong decline in wine production to squeeze company revenues

The outlook is optimistic for sparkling wine

Still ros? wine to exploit room for growth

CATEGORY DATA

Table 34 Sales of Wine by Category: Total Volume 2018-2023
Table 35 Sales of Wine by Category: Total Value 2018-2023
Table 36 Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 37 Sales of Wine by Category: % Total Value Growth 2018-2023
Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 39 Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
Table 43 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2018-2023
Table 44 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023
Table 45 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume

2018-2023

Table 46 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 47 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 49 GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 50 NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 52 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 53 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 55 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 56 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 58 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 59 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 61 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 62 Forecast Sales of Wine by Category: Total Value 2023-2028

Table 63 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 64 Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic effect continues to push on-trade volume sales

Scotch whisky sees stronger competition

Tequila emerges as a versatile and key growth driver for spirits

PROSPECTS AND OPPORTUNITIES

The cost-of-living crisis is set to take a toll on consumption in the short term

Despite interest in lower ABV drinks, the growth potential for non-alcoholic spirits is quite limited

Campari establishes its own subsidiary in Greece

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 5 Benchmark Brands 2023

CATEGORY DATA

Table 65 Sales of Spirits by Category: Total Volume 2018-2023

Table 66 Sales of Spirits by Category: Total Value 2018-2023

Table 67 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 68 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 74 Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 75 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 76 Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 77 Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 78 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 79 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 80 NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 82 Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 83 Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 84 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 85 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stronger tourism flows boost Strongbow and Somersby

Price increases and unfavourable weather hamper consumption

Olympic Brewery introduces the first non-alcoholic cider in Greece

PROSPECTS AND OPPORTUNITIES

Non-alcoholic cider to gain some momentum

Optimistic outlook for tourism to translate into volume sales growth for cider

Flavoured cider to outpace classic apple cider

CATEGORY DATA

Table 86 Sales of Cider/Perry: Total Volume 2018-2023

Table 87 Sales of Cider/Perry: Total Value 2018-2023

Table 88 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 89 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 94 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 95 NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 97 Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 98 Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 99 Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 100 Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

RTDS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs attract strong investment

Pressure on disposable incomes and lifestyle trends contribute to off-trade growth

Retailing developments favour consumption

PROSPECTS AND OPPORTUNITIES

Cocooning to pick up in 2024

More potential for single-serve vs RTD cocktails for sharing

Limited opportunities for growth in the on-trade channel

CATEGORY DATA

Table 101 Sales of RTDs by Category: Total Volume 2018-2023

Table 102 Sales of RTDs by Category: Total Value 2018-2023

Table 103 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 104 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 105 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 109 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 110 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 112 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 113 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 114 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 115 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

I would like to order

Product name: Alcoholic Drinks in Greece

Product link: <https://marketpublishers.com/r/AD190869268EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD190869268EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970