

Coffee in Greece

<https://marketpublishers.com/r/CA2E6BCB6E1EN.html>

Date: December 2023

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: CA2E6BCB6E1EN

Abstracts

The price of coffee has increased in both the off and on trade, leading more consumers to replace takeaway coffee with their home creations. While a significant part of the Greek population would have a takeaway coffee daily, the decline in disposable incomes negatively impacted trade sales, with consumers reducing the frequency of takeaway coffee to save costs.

Euromonitor International's Coffee 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

Get a detailed picture of the Coffee 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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