

# Fortified/Functional Beverages in Greece

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## Abstracts

Fortified/functional beverages continued to post healthy current value and volume growth, driven by soft drinks and FF energy drinks in particular. Coca-Cola expanded its portfolio in 2021, with the launch of Predator Energy and Coca-Cola Energy Zero. Another product area that saw product launches was FF bottled water. This is still niche product area, but it is growing. In 2021, Coca-Cola launches its first FF bottled water in Greece, with the introduction of the brand Aquarius in two flavours...

Euromonitor International's Fortified/Functional Beverages in Greece report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Hot Drinks, FF Soft 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 Fortified/Functional Beverages 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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