

HW Hot Drinks in Greece

<https://marketpublishers.com/r/H7A2B9609B8CEN.html>

Date: November 2023

Pages: 11

Price: US\$ 990.00 (Single User License)

ID: H7A2B9609B8CEN

Abstracts

The experiences of the COVID-19 crisis led consumers to feel that products such as hot drinks should not only satisfy thirst and need, but also provide elements to boost the functioning of their immune systems and help with their health. This has been particularly apparent in products that primarily target children, such as cocoa. Parents have not only looked to reduce their children's sugar consumption, but also to get the benefit of extra vitamins. Brands like Caotonic quickly capitalised on t...

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

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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

Why buy this report?

Get a detailed picture of the HW Hot 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.

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Euromonitor International
January 2024

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HEALTH AND WELLNESS IN GREECE

EXECUTIVE SUMMARY

Overview

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