

# Rtds in Greece

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## Abstracts

Wine-based RTDs posted a dynamic increase in total volume sales in 2022. This performance was driven by LVMH Mo?t Hennessy Louis Vuitton's launch of Chandon Garden Spritz in the final year of the review period. The brand was mostly available in the on-trade channel, but by the end of 2022 it started to be introduced in off-trade outlets as well. The new Chandon offering is a ready-to-drink premium product; it is available in 750ml bottles, similar to the packages used for sparkling wine to provi...

Euromonitor International's RTDs 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:** Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

### Why buy this report?

Get a detailed picture of the RTDs 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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