

# Sports Drinks in Greece

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## Abstracts

The sports drinks landscape posted an increase in retail volume during 2023, as sales continued to recover from the losses it saw during COVID-19. However, slow growth is driven by inflationary pressures and the impact on disposable incomes, given that many consumers have been forced to cut down spending on non-essentials. In turn, this has negatively impacted the performance of sports drinks, which are considered to be unessential by many.

Euromonitor International's Sports 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports 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 Sports 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

Sports Drinks in Greece  
Euromonitor International  
December 2023

### LIST OF CONTENTS AND TABLES

SPORTS DRINKS IN GREECE  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports drinks recover following COVID-19, as innovation focuses on flavour  
The launch of Ready Nutrition attracts new consumers to sports drinks  
Competition from sports nutrition hinders the performance of sports drinks

#### PROSPECTS AND OPPORTUNITIES

Mainstream retailers will lose share as players focus on gyms and sports centres  
Rising competition from Energy Drinks is set to negatively impact Sports Drinks  
Reduced sugar options expand, gaining share in Sports Drinks

#### CATEGORY DATA

- Table 1 Off-trade Sales of Sports Drinks: Volume 2018-2023
- Table 2 Off-trade Sales of Sports Drinks: Value 2018-2023
- Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

#### SOFT DRINKS IN GREECE

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

Due to dramatic price hikes in food, utilities and energy prices, consumers were forced to cut down on non-essentials, impacting soft drinks. Alongside supermarket sales of soft drinks decreasing, impulse purchases through kiosks and convenience stores also

suffered. The decline in disposable incomes equally impacted on trade performance, although most product sales were growing in line with the loss seen during COVID-19.

## 2023 KEY TRENDS

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: %

## Volume 2023

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:

Volume 2023-2028

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %

Volume Growth 2023-2028

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value  
2023-2028

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value  
Growth 2023-2028

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume  
2023-2028

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth  
2023-2028

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth  
2023-2028

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth  
2023-2028

## APPENDIX

Fountain sales in Greece

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## SOURCES

Summary 1 Research Sources

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