

# Tea Market in Greece 2022

<https://marketpublishers.com/r/TB0C838A1FD7EN.html>

Date: March 2022

Pages: 16

Price: US\$ 450.00 (Single User License)

ID: TB0C838A1FD7EN

## Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. A study by StrategyHelix indicates that the tea market in Greece is projected to expand by a CAGR of 6.9% from 2022 through 2028.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Greece tea market is segmented on the basis of product, and distribution channel. Based on product, the tea market in Greece is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Greece has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The Greece tea market is highly competitive. The key players in the tea market include Unilever PLC, Associated British Foods plc, Fino, Arapakos G, MJF Holdings Limited, Melissokomiki Sinergasia Kritis s.a., Krocus Kozanis Products S.A., East West Tea Company LLC, Evripos SA.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the tea market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

Distribution channel: supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others

Years considered: this report covers the period 2018 to 2028

### Key Benefits for Stakeholders

Get a comprehensive picture of the Greece tea market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Study period  
Geographical scope  
Research methodology

### **PART 2. TEA MARKET OVERVIEW**

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Black tea  
Fruit & herbal tea  
Green tea  
Instant tea  
Others

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Grocery stores  
Online retailing  
Specialized stores  
Others

### **PART 5. KEY COMPANIES**

Unilever PLC  
Associated British Foods plc  
Fino  
Arapakos G  
MJF Holdings Limited  
Melissokomiki Sinergasia Kritis s.a.  
Krocus Kozanis Products S.A.  
East West Tea Company, LLC  
Evripos SA  
About StrategyHelix

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