

Energy Drinks in Greece

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy Drinks continue to be one of the most dynamic soft drinks categories

Room for growth in sugar-free offerings, as players have a lack of options

Monster performs well, however, Hell claims the top brand position

PROSPECTS AND OPPORTUNITIES

Strong investment in marketing activities will remain key to performance

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Soft Drinks in Greece - Industry Overview

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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.

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