Bottled Water in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Re-opening of the market is a key growth driver for bottled water

Premiumisation remains an emerging trend in bottled water with sophisticated fortified and flavoured options becoming more popular

Bottled water purchasing trends vary according to region and consumption occasion

PROSPECTS AND OPPORTUNITIES

Production and packaging cost increases present a key challenge for companies given the regulated retailing prices

Packaging innovation to gather pace as manufacturers take note of consumers’ sustainability concerns

Health and wellness meets localisation, creating new growth opportunities in sparkling flavoured bottled water

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Soft Drinks in Greece - Industry Overview

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