

# Concentrates in Greece

December 2023

Table of Contents

## Concentrates in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lack of investment hinders growth on the Concentrates landscape

Private label offerings dominate sales in Liquid Concentrates

RTD alternatives impact the performance of Powder Concentrates

#### PROSPECTS AND OPPORTUNITIES

Sales of Liquid Concentrates decline, with lack of investment hindering growth

Limited opportunities for Sports drinks powder concentrates while Ice Tea powder declines

Limited demand will see concentrates phased out of the market

#### CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

## Soft Drinks in Greece - Industry Overview

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

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 30 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 31 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 32 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 33 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 34 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 35 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 36 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 42 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 44 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 46 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Greece

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/concentrates-in-greece/report](http://www.euromonitor.com/concentrates-in-greece/report).