

# RTD Coffee in Greece

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The wide availability of fresh coffee hinders the performance of RTD Coffee  
Lack of investment in 2023 negatively impacts the RTD coffee landscape  
Hell boosts volume sales and reshapes the competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Impulse purchases to gain share; however, fresh coffee remains a challenge  
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## Soft Drinks in Greece - Industry Overview

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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.

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