

Spirits in Greece

June 2023

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2022 DEVELOPMENTS

“Back to party” trend sees on-trade volume sales return to the pre-pandemic level

Tourism flows accelerate recovery

Off-trade volume sales drop as consumers prefer to drink spirits away from home

PROSPECTS AND OPPORTUNITIES

Consumption to decline in the short term in a tough economic climate

Non alcoholic spirits still far from being mainstream

Trends favourable to “lighter” drinks and premium spirits

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