

RTD Tea in Greece

December 2023

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2023 DEVELOPMENTS

Impulse purchases account for the bulk of sales in RTD Tea

Delta Foods expands its Life Tsai product portfolio

PepsiCo launches Sparkling Ice Tea in Greece

PROSPECTS AND OPPORTUNITIES

Seasonality will remain high, driving sales on the RTD Tea landscape

Larger pack size is starting to grow in significance for home-consumption

Products with wellness positionings and reduced sugar will perform the best

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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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