



# Beer in Greece

July 2022

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## Beer in Greece - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

COVID-19 takes its toll upon premium beer

Multipacks gain market share and convenience stores gain from meeting after-hours consumption demand

The lifting of restrictions sees consumers going out more than ever leading to strong growth in on-trade beer sales

#### PROSPECTS AND OPPORTUNITIES

The impact upon the economy will shape trends in beer in the forecast period

Non-alcoholic beer set to outperform the sector

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