



Juice in Greece

December 2022

Table of Contents

Juice in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ambient juice lags behind in terms of developments and players prioritise the healthier and more profitable chilled section
Larger pack sizes drive growth in retail sales via modern grocery
Rising popularity of Urban Monkey is curtailed by difficult economic conditions

PROSPECTS AND OPPORTUNITIES

Low calorie water-based juice drinks are gathering pace, though they face challenges in the form of high retailing prices and distribution
Growth in juice bars will hinder recovery of on-trade juice sales
Not from concentrate 100% juice to remain the best performer thanks to health trend and lack of maturity

CATEGORY DATA

- Table 1 - Off-trade Sales of Juice by Category: Volume 2017-2022
- Table 2 - Off-trade Sales of Juice by Category: Value 2017-2022
- Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2017-2022
- Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2017-2022
- Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2018-2022
- Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2019-2022
- Table 7 - NBO Company Shares of Off-trade Juice: % Value 2018-2022
- Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2019-2022
- Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2022-2027
- Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2022-2027
- Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027
- Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

Soft Drinks in Greece - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2022: The big picture
- 2022 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Greece

DISCLAIMER

SOURCES

Summary 1 - 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/juice-in-greece/report.