

RTD Coffee in Greece

December 2022

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RTD Coffee in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of tourism makes a key contribution to RTD coffee performance
Arla Foods expands product portfolio through collaboration with Starbucks
Entry of Hell boosts volume sales and reshapes competitive landscape

PROSPECTS AND OPPORTUNITIES

Price hikes will have limited impact on overall performance and lead to polarisation of spending
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