

RTD Coffee in Greece

December 2023

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RTD Coffee in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The wide availability of fresh coffee hinders the performance of RTD Coffee Lack of investment in 2023 negatively impacts the RTD coffee landscape Hell boosts volume sales and reshapes the competitive landscape

PROSPECTS AND OPPORTUNITIES

Impulse purchases to gain share; however, fresh coffee remains a challenge Coca-Cola Hellenic Bottling Co set to enter the landscape with Costa Coffee Tourist flows to play a key part in growth across the forecast period

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