

Soft Drinks in Greece

December 2023

Table of Contents

EXECUTIVE SUMMARY

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.

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Greece

DISCLAIMER

SOURCES

Bottled Water in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Alongside their own brands, players are focusing on private label options

Innovation focuses on Flavoured Water, aligning with healthy living trends

Added-value products suffered as inflation leads to price increases

PROSPECTS AND OPPORTUNITIES

Bottled Water attracts investment as players continue to launch offerings

Polarisation trends increase as economy and premiumisation rises

Tourist flows will continue to play a key role as many preference Bottled Water

CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 34 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixers and non-cola are attracting strong investment from players

Pink grapefruit rises in popularity as a soft drink and cocktail flavour

PROSPECTS AND OPPORTUNITIES

Innovations focus on flavours, limited editions and seasonal releases

Sugar free launches continue as mixers and other non-cola options increase

The competitive landscape is set to become more fragmented as local players launch

CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 49 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 50 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 53 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 54 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
 Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
 Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
 Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
 Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
 Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
 Table 61 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
 Table 62 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
 Table 63 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
 Table 64 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Concentrates in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lack of investment hinders growth on the Concentrates landscape
 Private label offerings dominate sales in Liquid Concentrates
 RTD alternatives impact the performance of Powder Concentrates

PROSPECTS AND OPPORTUNITIES

Sales of Liquid Concentrates decline, with lack of investment hindering growth
 Limited opportunities for Sports drinks powder concentrates while Ice Tea powder declines
 Limited demand will see concentrates phased out of the market

CATEGORY DATA

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
 Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
 Table 66 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
 Table 67 - Off-trade Sales of Concentrates by Category: Value 2018-2023
 Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
 Table 69 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
 Table 70 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
 Table 71 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
 Table 72 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
 Table 73 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
 Table 74 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
 Table 75 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
 Table 76 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
 Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
 Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
 Table 79 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ambient Juice outperforms chilled as consumers trade down to affordable options
 Shrinking disposable incomes lead to changes on the competitive landscape
 Shift to smaller pack sizes gathers pace as consumers reduce spending

PROSPECTS AND OPPORTUNITIES

Chilled Juice set to recover as the economy strengthens over the forecast period
Innovation focuses on flavours, while Superfruit mixes perform well
Private label share remains strong as consumers appreciate affordable price points

CATEGORY DATA

Table 80 - Off-trade Sales of Juice by Category: Volume 2018-2023
Table 81 - Off-trade Sales of Juice by Category: Value 2018-2023
Table 82 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 83 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 84 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 85 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 86 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 87 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 88 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 89 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 90 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 91 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Coffee in Greece

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

CATEGORY DATA

Table 92 - Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 93 - Off-trade Sales of RTD Coffee: Value 2018-2023
Table 94 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 95 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 96 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 97 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 98 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 99 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 100 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 101 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 102 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 103 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

RTD Tea in Greece

KEY DATA FINDINGS

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

CATEGORY DATA

Table 104 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023
Table 105 - Off-trade Sales of RTD Tea by Category: Value 2018-2023
Table 106 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023
Table 107 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023
Table 108 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023
Table 109 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023
Table 110 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023
Table 111 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023
Table 112 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023
Table 113 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028
Table 114 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028
Table 115 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028
Table 116 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy Drinks continue to be one of the most dynamic soft drinks categories
Room for growth in sugar-free offerings, as players have a lack of options
Monster performs well, however, Hell claims the top brand position

PROSPECTS AND OPPORTUNITIES

Strong investment in marketing activities will remain key to performance
Energy-boosting development in other soft drinks may hamper category prospects
Impulse out-of-home consumption to drive retail volume and value growth

CATEGORY DATA

Table 117 - Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 118 - Off-trade Sales of Energy Drinks: Value 2018-2023
Table 119 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 120 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 121 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 122 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 123 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 124 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 125 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 126 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 127 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 128 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Sports Drinks in Greece

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports drinks recover following COVID-19, as innovation focuses on flavour

The launch of Ready Nutrition attracts new consumers to sports drinks
Competition from sports nutrition hinders the performance of sports drinks

PROSPECTS AND OPPORTUNITIES

Mainstream retailers will lose share as players focus on gyms and sports centres
Rising competition from Energy Drinks is set to negatively impact Sports Drinks
Reduced sugar options expand, gaining share in Sports Drinks

CATEGORY DATA

Table 129 - Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 130 - Off-trade Sales of Sports Drinks: Value 2018-2023
Table 131 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 132 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 133 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 134 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 135 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 136 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 137 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 138 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 139 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 140 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

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/soft-drinks-in-greece/report.