



# Spirits in Greece

June 2024

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## Spirits in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Post-pandemic effect continues to push on-trade volume sales

Scotch whisky sees stronger competition

Tequila emerges as a versatile and key growth driver for spirits

#### PROSPECTS AND OPPORTUNITIES

The cost-of-living crisis is set to take a toll on consumption in the short term

Despite interest in lower ABV drinks, the growth potential for non-alcoholic spirits is quite limited

Campari establishes its own subsidiary in Greece

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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