

# Juice in Greece

December 2023

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## Juice in Greece - Category analysis

### 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

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## Soft Drinks in Greece - Industry Overview

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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.

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