

Sports Drinks in Greece

December 2023

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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

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Soft Drinks in Greece - Industry Overview

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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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