

Rtds in Greece

June 2024

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Rtds in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTDs attract strong investment

Pressure on disposable incomes and lifestyle trends contribute to off-trade growth

Retailing developments favour consumption

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Cocooning to pick up in 2024

More potential for single-serve vs RTD cocktails for sharing

Limited opportunities for growth in the on-trade channel

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Alcoholic Drinks in Greece - Industry Overview

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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DISCLAIMER

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