



Cider/Perry in Greece

June 2024

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Cider/Perry in Greece - Category analysis

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2023 DEVELOPMENTS

Stronger tourism flows boost Strongbow and Somersby
Price increases and unfavourable weather hamper consumption
Olympic Brewery introduces the first non-alcoholic cider in Greece

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Non-alcoholic cider to gain some momentum
Optimistic outlook for tourism to translate into volume sales growth for cider
Flavoured cider to outpace classic apple cider

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