



# Other Hot Drinks in Greece

December 2023

Table of Contents

## Other Hot Drinks in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume declines as consumers adapt to reduced disposable incomes  
Private label and promotional products drive sales in flavoured powder drinks  
Innovations focus on premium features among other hot drinks for adults

#### PROSPECTS AND OPPORTUNITIES

Private label to gain share among flavoured powder hot drinks  
Healthy living to challenge the growth of other hot drinks over the forecast period  
Innovation will focus on flavours to drive value in other hot drinks

#### CATEGORY DATA

- Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Greece - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

### MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-greece/report](http://www.euromonitor.com/other-hot-drinks-in-greece/report).