



Concentrates in Greece

December 2025

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Concentrates in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Out of synch with evolving consumer demand trends

INDUSTRY PERFORMANCE

Outdated category sees decline in volumes

Price increases boost value

WHAT'S NEXT?

Lack of incentive to invest in concentrates

Competition from RTD formats

Out of line with health and wellness trend

COMPETITIVE LANDSCAPE

Strong private label presence

Smaller players gain volume share

CHANNELS

Supermarkets dominates

Little incentive for smaller retailers to stock concentrates

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Soft Drinks in Greece - Industry Overview

EXECUTIVE SUMMARY

Health and affordability shaping consumption

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Off-trade absorbing sales as consumers migrate away from on-trade spending

Affordability and health shaping demand

WHAT'S NEXT?

Continued pressure on consumer spending power

Health and wellness a major influence

Positive outlook for tourism

COMPETITIVE LANDSCAPE

Coca-Cola Hellenic Bottling Co leads soft drinks overall

Smaller players making gains in bottled water

CHANNELS

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