



Alcoholic Drinks in Greece

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Karoulias Leverages Localisation and Heritage Appeal to Push Rtds

Key Players Expand Their Offerings for Mindful Consumers

Chart 1 - Non Alcoholic Alternatives Continue to Attract Investment

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Struggles to Continue for Traditional Alcoholic Drinks Categories

Rtds to Continue to Stimulate Growth in Alcoholic Drinks

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Athenian Brewery Remains the Leader Despite Growing Competition

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Expand Shelf Space to Take Retail Volume Share From Specialist Retailers

Retail E-Commerce Remains an Underdeveloped Format in Alcoholic Drinks

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 8 - Economic Context for Alcoholic Drinks

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Alcoholic Drinks

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in Greece](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

INDUSTRY PERFORMANCE

Shift to the Off-Trade Channel in a Difficult Economic Climate

Olympic Brewery Expands Non Alcoholic Beer with Flavour Innovation

Chart 14 - Olympic Brewery Offers Fix Aney with a New Flavour

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Rising Investment in Non Alcoholic Beer to Drive Volume Growth

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Top Players Strengthen Their Positions with Strong Portfolios and New Product Development

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Supermarkets Capture Price-Sensitive Shoppers as Convenience Stores Expand

Grocery E-Shops Maintain a Small Role in Online Beer Sales

ECONOMIC CONTEXT

Chart 21 - Economic Context for Beer

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Beer

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in Greece](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Economic and Seasonality Issues Constrain Regular Cider/Perry

Chart 27 - Somersby Expands Nolo Offer

Somersby Expands Reach as Nolo Trend Gains Ground

Chart 28 - Volume Sales 2020-2030

Chart 29 - Volume Sales by Category 2025

WHAT'S NEXT?

Uk and Scandinavian Arrivals Drive Summer Peak and Limit Off-Season Gains

Non Alcoholic Cider/Perry Expands as Mindful Drinking Gains Traction

Chart 30 - Forecast Volume Sales 2020-2030

Chart 31 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Olympic Brewery Narrows the Gap to Athenian Brewery

Chart 32 - Company Shares 2025

Chart 33 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Capture Price-Sensitive At-Home Consumption

ECONOMIC CONTEXT

Chart 34 - Economic Context for Cider/Perry

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Cider/Perry

Chart 38 - Population 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in Greece](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

INDUSTRY PERFORMANCE

Localisation and Flavour Innovation Push Rtds

Nolo Trend Accelerates While Wine-Based Options Lose Ground

Chart 40 - Volume Sales 2020-2030

Chart 41 - Volume Sales by Category 2025

WHAT'S NEXT?

Aperol Spritz's Momentum Drives Shift to Off-Trade Formats

Mindful Drinking Trend Boosts Non Alcoholic Rtds' Variety and Availability

Chart 42 - Forecast Volume Sales 2020-2030

Chart 43 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jannec Holds Lead as New Entrants and Launches Disrupt the Competitive Landscape

Chart 44 - Metaxa Launches Local Rtds

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Dominance, but Impulse Buying Favours Smaller Grocery Formats

ECONOMIC CONTEXT

Chart 47 - Economic Context for Rtds
Chart 48 - Real Gdp Growth 2020-2030
Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Rtds
Chart 51 - Population 2020-2030
Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Spirits in Greece](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Spirits Stabilises after a Strong Post-Covid-19 Recovery
White Spirits Lead Volume Sales as Gin and Tequila Polarise Preferences
Aperitivo and Nolo Innovation Reshape Brand Competition and Consumption
Chart 53 - Aperitif/Aperitivo Variety Grows
Chart 54 - Volume Sales 2020-2030
Chart 55 - Volume Sales by Category 2025

WHAT'S NEXT?

Aperol Spritz and Premium Tequila Capture Shifting Drinking Habits
Chart 56 - Forecast Volume Sales 2020-2030
Chart 57 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Strong Leaders Despite Disruptions to the Competitive Landscape
Chart 58 - Company Shares 2025
Chart 59 - Brand Shares 2025

CHANNELS

Supermarkets and Specialist Retailers Shape Consumer Trading Down and Premiumisation Trends
E-Commerce Builds Relevance for Premium Spirits

ECONOMIC CONTEXT

Chart 60 - Economic Context for Spirits
Chart 61 - Real Gdp Growth 2020-2030
Chart 62 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 63 - Consumer Context for Spirits
Chart 64 - Population 2020-2030
Chart 65 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wine in Greece](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

The Economic Situation Informs Consumption Choices

Chart 66 - Vermouth and Other Sparkling Wine Gain From Developing Consumption Occasions

Still Rosé and White Wines and Sparkling Wine and Vermouth Capture New Drinking Occasions

Semeli Estate Pioneers Low Alcohol Options Amid Slow Demand for Non Alcoholic Wine

Chart 67 - Volume Sales 2020-2030

Chart 68 - Volume Sales by Category 2025

WHAT'S NEXT?

Spritz Trend Drives Sparkling Wine as At-Home Mixing Rises

Still Rosé and Orange Wines Alter Still Light Grape Wine's Dynamics

Chart 69 - Forecast Volume Sales 2020-2030

Chart 70 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lidl Hellas Sees Share Gain as Economy Options Expand

Chart 71 - Company Shares 2025

Chart 72 - Brand Shares 2025

CHANNELS

Offline Channels Develop Offers to Maintain Dominance

ECONOMIC CONTEXT

Chart 73 - Economic Context for Wine

Chart 74 - Real Gdp Growth 2020-2030

Chart 75 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 76 - Consumer Context for Wine

Chart 77 - Population 2020-2030

Chart 78 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/alcoholic-drinks-in-greece/report.