



Soft Drinks in Greece

December 2025

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EXECUTIVE SUMMARY

Health and affordability shaping consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

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WHAT'S NEXT?

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[Juice in Greece](#)

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Recovery expected from 2027

Limited impact of digital and technological developments

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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RTD Tea in Greece

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Strong growth for carbonated RTD tea and kombucha

WHAT'S NEXT?

Climate and tourism to drive growth

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Energy Drinks in Greece

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