



Euromonitor
International

Energy Drinks in Greece

December 2025

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Energy Drinks in Greece - Category analysis

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Energy drinks sees continued growth

INDUSTRY PERFORMANCE

Growth despite challenges

Reduced sugar products grow quickly, but account for small share

WHAT'S NEXT?

Energy drinks set to see further significant growth

Lack of significant social media campaigns

Growing competition from other products

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

Affordability and health shaping demand

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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

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