



# 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Outdated category sees decline in volumes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

Concentrates Conversions

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## Soft Drinks in Greece - Industry Overview

### EXECUTIVE SUMMARY

Health and affordability shaping consumption

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#### 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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Convenience stores becomes second largest channel, while e-commerce grows

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