



Euromonitor  
International

# Other Hot Drinks in Greece

December 2025

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## Other Hot Drinks in Greece - Category analysis

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#### 2025 DEVELOPMENTS

Hot drinks hit by health and wellness trend

#### INDUSTRY PERFORMANCE

Health and wellness trend driving shift away from other hot drinks

Child-focused brands suffering

#### WHAT'S NEXT?

Consumer health concerns to drive further decline

Little demand for rapid delivery

Sustainability having limited impact, but health and wellness exerting a strong influence

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Hot drinks hit by price increases

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Rising costs driving up prices

Weather plays a key role

#### WHAT'S NEXT?

Affordability will remain key

Health and wellness to exert a strong influence, albeit tempered by price increases

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