



Euromonitor
International

RTD Coffee in Greece

December 2025

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RTD Coffee in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant bias towards impulse purchases

INDUSTRY PERFORMANCE

Expanding product variety and greater availability

Traditional coffee culture presents obstacle to development

WHAT'S NEXT?

Coffee culture presents opportunities and obstacles

Limited availability hinders growth

Sugar free and plant-based products appealing to evolving consumer demand

COMPETITIVE LANDSCAPE

Hell Energy Hellas SA dominates

Starbucks offer expanding

CHANNELS

Smaller formats lead sales

Convenience stores and supermarkets increasing share

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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

CHANNELS

Supermarkets remains the leading distribution channel

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Foodservice vs retail split

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SOURCES

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