



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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### EXECUTIVE SUMMARY

Health and affordability shaping consumption

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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

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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-greece/report](http://www.euromonitor.com/rtd-coffee-in-greece/report).