

Carbonates in Greece

December 2025

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Carbonates in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases and health consciousness affecting category development

INDUSTRY PERFORMANCE

Price rises hit carbonates

Reduced sugar products seeing significant growth

WHAT'S NEXT?

Carbonates faces growing competition from healthier alternatives

Retailers introduce quick delivery

Health and wellness trend continues to play key role

COMPETITIVE LANDSCAPE

Coca-Cola offers strong reduced sugar portfolio

Smaller players performing well

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Soft Drinks in Greece - Industry Overview

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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
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