



Euromonitor
International

Wine in Greece

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wine benefits from the shift to off-trade consumption
- Limited innovation in wine
- More shelf space for wine in large modern grocery retailers

PROSPECTS AND OPPORTUNITIES

- The category is set to benefit from the development of the local wine culture
- Premiumisation and value for money to be key shapers of on-trade demand
- Wider availability of non alcoholic wine

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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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Cross-border/private imports

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