



Euromonitor
International

Spirits in Greece

June 2025

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Spirits in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressure on household budgets negatively affects spirits

Campari Group establishes a subsidiary in Greece

Price promotions boost sales

PROSPECTS AND OPPORTUNITIES

Mindful drinking favours drinks with lower alcohol content

Domestic spirits are set to perform well over the forecast period

Innovation comes with flavour

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Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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