



Tea in Greece

December 2025

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Tea in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit/herbal tea stands out

INDUSTRY PERFORMANCE

Volumes hit by high temperatures and challenging economic conditions

Fruit/herbal tea set to avoid volume decline

WHAT'S NEXT?

Greeks to continue to prefer coffee

Limited demand for delivery

Health and wellness trend to support demand for fruit/herbal tea

COMPETITIVE LANDSCAPE

Karoulias streamlines product offer

Expanding product offer and deeper retail penetration driving performances of most dynamic players

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Rising costs driving up prices

Weather plays a key role

WHAT'S NEXT?

Affordability will remain key

Health and wellness to exert a strong influence, albeit tempered by price increases

Adapting to hotter weather

COMPETITIVE LANDSCAPE

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