



Euromonitor  
International

# Juice in Greece

December 2025

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### 2025 DEVELOPMENTS

Price and health prove to be key factors

### INDUSTRY PERFORMANCE

Price increases drive down volumes

Fresh juice and price rises affect performance of not from concentrate 100% juice

### WHAT'S NEXT?

Recovery expected from 2027

Limited impact of digital and technological developments

Health and wellness trend supporting demand for fresh juice

### COMPETITIVE LANDSCAPE

Coca-Cola leads, while private label has strong presence

Leading brand outpaces rivals

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Supermarkets remains the largest channel

Growing share for convenience stores and discounters

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Health and affordability shaping consumption

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

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