



**Euromonitor
International**

Sports Drinks in Greece

December 2025

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Sports Drinks in Greece - Category analysis

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2025 DEVELOPMENTS

Increase in sporting activity boosts demand

INDUSTRY PERFORMANCE

Rising awareness supports growth

Negligible reduced sugar presence, but new product launched

WHAT'S NEXT?

Further strong growth expected

Technological developments

Health and wellness trend driving growth

COMPETITIVE LANDSCAPE

Coca-Cola ups investment in support of Powerade

Prime Hydration looking to strengthen distribution

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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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