



Euromonitor
International

Bottled Water in Greece

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Bottled Water in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water benefiting from natural, healthy image

INDUSTRY PERFORMANCE

Rise in volumes and value

Sparkling flavoured bottled water seeing strong growth

WHAT'S NEXT?

Tap water, temperatures and tourism all contribute to growth

Quick delivery being employed by grocery retailers

Flavoured bottled water attracting health-conscious consumers away from carbonates

COMPETITIVE LANDSCAPE

Increasing fragmentation

Arrena and Theoni benefit from expanding off-trade presence

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Convenience stores gaining share

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Health and affordability shaping consumption

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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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