



Euromonitor
International

Wine in Greece

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

The Economic Situation Informs Consumption Choices

Chart 1 - Vermouth and Other Sparkling Wine Gain From Developing Consumption Occasions

Still Rosé and White Wines and Sparkling Wine and Vermouth Capture New Drinking Occasions

Semeli Estate Pioneers Low Alcohol Options Amid Slow Demand for Non Alcoholic Wine

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Spritz Trend Drives Sparkling Wine as At-Home Mixing Rises

Still Rosé and Orange Wines Alter Still Light Grape Wine's Dynamics

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lidl Hellas Sees Share Gain as Economy Options Expand

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Offline Channels Develop Offers to Maintain Dominance

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wine

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Greece - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Karoulias Leverages Localisation and Heritage Appeal to Push Rtds

Key Players Expand Their Offerings for Mindful Consumers

Chart 14 - Non Alcoholic Alternatives Continue to Attract Investment

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Struggles to Continue for Traditional Alcoholic Drinks Categories

Rtds to Continue to Stimulate Growth in Alcoholic Drinks

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Athenian Brewery Remains the Leader Despite Growing Competition

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Supermarkets Expand Shelf Space to Take Retail Volume Share From Specialist Retailers

Retail E-Commerce Remains an Underdeveloped Format in Alcoholic Drinks

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-greece/report.