



Euromonitor  
International

# Spirits in Greece

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## Spirits in Greece - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Economic pressure on household budgets negatively affects spirits

Campari Group establishes a subsidiary in Greece

Price promotions boost sales

#### PROSPECTS AND OPPORTUNITIES

Mindful drinking favours drinks with lower alcohol content

Domestic spirits are set to perform well over the forecast period

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