



RTD Tea in Greece

December 2025

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RTD Tea in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea seeing growth driven by demand amongst health-conscious consumers

INDUSTRY PERFORMANCE

RTD tea benefits from healthy image

Strong growth for carbonated RTD tea and kombucha

WHAT'S NEXT?

Climate and tourism to drive growth

Limited at-home consumption

Healthy living trend driving demand for reduced sugar products

COMPETITIVE LANDSCAPE

Leading brands benefit from widespread distribution

Hell Energy Hellas seeing growth driven by impulse channels

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Convenience stores putting pressure on other impulse channels

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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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