



Juice in Greece

December 2025

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2025 DEVELOPMENTS

Price and health prove to be key factors

INDUSTRY PERFORMANCE

Price increases drive down volumes

Fresh juice and price rises affect performance of not from concentrate 100% juice

WHAT'S NEXT?

Recovery expected from 2027

Limited impact of digital and technological developments

Health and wellness trend supporting demand for fresh juice

COMPETITIVE LANDSCAPE

Coca-Cola leads, while private label has strong presence

Leading brand outpaces rivals

CHANNELS

Supermarkets remains the largest channel

Growing share for convenience stores and discounters

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Soft Drinks in Greece - Industry Overview

EXECUTIVE SUMMARY

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

Smaller players making gains in bottled water

CHANNELS

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