

# Tea in Greece

December 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown in innovation as the cost of living crisis impacts manufacturers  
Price hikes lead to a decline in retail volume sales, while value remains positive  
Premiumisation remains a key trend in tea, adding value to the landscape

#### PROSPECTS AND OPPORTUNITIES

Availability and share of private label increases as retailers invest in their lines  
Infusions remain a growth driver as consumers seek healthier ingredients in tea  
The ongoing rise of premiumisation is set to drive retail value growth in tea

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2018-2023  
Table 2 - Retail Sales of Tea by Category: Value 2018-2023  
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023  
Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023  
Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023  
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028  
Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028  
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028  
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in Greece - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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