

# Cider/Perry in Greece

June 2024

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## Cider/Perry in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stronger tourism flows boost Strongbow and Somersby  
Price increases and unfavourable weather hamper consumption  
Olympic Brewery introduces the first non-alcoholic cider in Greece

#### PROSPECTS AND OPPORTUNITIES

Non-alcoholic cider to gain some momentum  
Optimistic outlook for tourism to translate into volume sales growth for cider  
Flavoured cider to outpace classic apple cider

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