

# Carbonates in Greece

December 2023

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## Carbonates in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mixers and non-cola are attracting strong investment from players  
Pink grapefruit rises in popularity as a soft drink and cocktail flavour

#### PROSPECTS AND OPPORTUNITIES

Innovations focus on flavours, limited editions and seasonal releases  
Sugar free launches continue as mixers and other non-cola options increase  
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