

# Coffee in Greece

December 2023

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## Coffee in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail sales outperform the on-trade as players invest in products for home use  
Tourism contributes to coffee sales; however, many tourists preference retail coffee  
Brand loyalty declines as consumers shift to private label and products on offer

#### PROSPECTS AND OPPORTUNITIES

While consumers cut down on takeaway coffee, home consumption remains high  
Trends in coffee machines will be favourable to Nespresso compatibles  
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