



# Bottled Water in Greece

December 2023

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## Bottled Water in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Alongside their own brands, players are focusing on private label options  
Innovation focuses on Flavoured Water, aligning with healthy living trends  
Added-value products suffered as inflation leads to price increases

#### PROSPECTS AND OPPORTUNITIES

Bottled Water attracts investment as players continue to launch offerings  
Polarisation trends increase as economy and premiumisation rises  
Tourist flows will continue to play a key role as many preference Bottled Water

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