



Euromonitor
International

Cider/Perry in Greece

June 2025

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2024 DEVELOPMENTS

Cider has low appeal in Greece, although the non alcoholic category emerges

The competitive landscape is concentrated on a handful of brands

Convenience remains a key factor in distribution

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Seasonality remains an obstacle to growth

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Advertising

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Opening hours

On-trade establishments

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DISCLAIMER

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