

Beer in Greece

June 2025

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Beer in Greece - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer benefits from a shift away from more expensive spirits Athenian Brewery remains the undisputed leader Strain on disposable incomes boosts the off-trade channel

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Beer to continue to experience seasonality Tourism flows to continue to impact beer's performance Craft beers to drive innovation

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Alcoholic Drinks in Greece - Industry Overview

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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments

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