



Euromonitor  
International

# Wine in Greece

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wine benefits from the shift to off-trade consumption  
Limited innovation in wine  
More shelf space for wine in large modern grocery retailers

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Premiumisation and value for money to be key shapers of on-trade demand  
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Alcoholic drinks in 2024: The big picture  
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Competitive landscape  
Retail developments

On-trade vs off-trade split  
What next for alcoholic drinks?

## MARKET BACKGROUND

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

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