



Juice in Greece

December 2023

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Juice in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ambient Juice outperforms chilled as consumers trade down to affordable options
Shrinking disposable incomes lead to changes on the competitive landscape
Shift to smaller pack sizes gathers pace as consumers reduce spending

PROSPECTS AND OPPORTUNITIES

Chilled Juice set to recover as the economy strengthens over the forecast period
Innovation focuses on flavours, while Superfruit mixes perform well
Private label share remains strong as consumers appreciate affordable price points

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