



Euromonitor
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Rtds in Greece

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs attracts new investment
Diageo leverages a wide portfolio to lead RTDs
Wider penetration in supermarkets to cater to increasing demand

PROSPECTS AND OPPORTUNITIES

Robust growth to be driven by spirit-based RTDs
Low ABV and a wide range of flavours to push RTDs
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Alcoholic Drinks in Greece - Industry Overview

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On-trade vs off-trade split
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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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DISCLAIMER

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