

Greece

1 COUNTRY PROFILE

TABLE 1. COUNTRY PROFILE

	2020	2022
Population	10,718,565	10,459,782
Currency	Euro	Euro
GDP per capita in PPS (2012, EU28 = 100)	62	67

Source: Eurostat and National Statistical offices.

2 HIGHLIGHTS GREECE

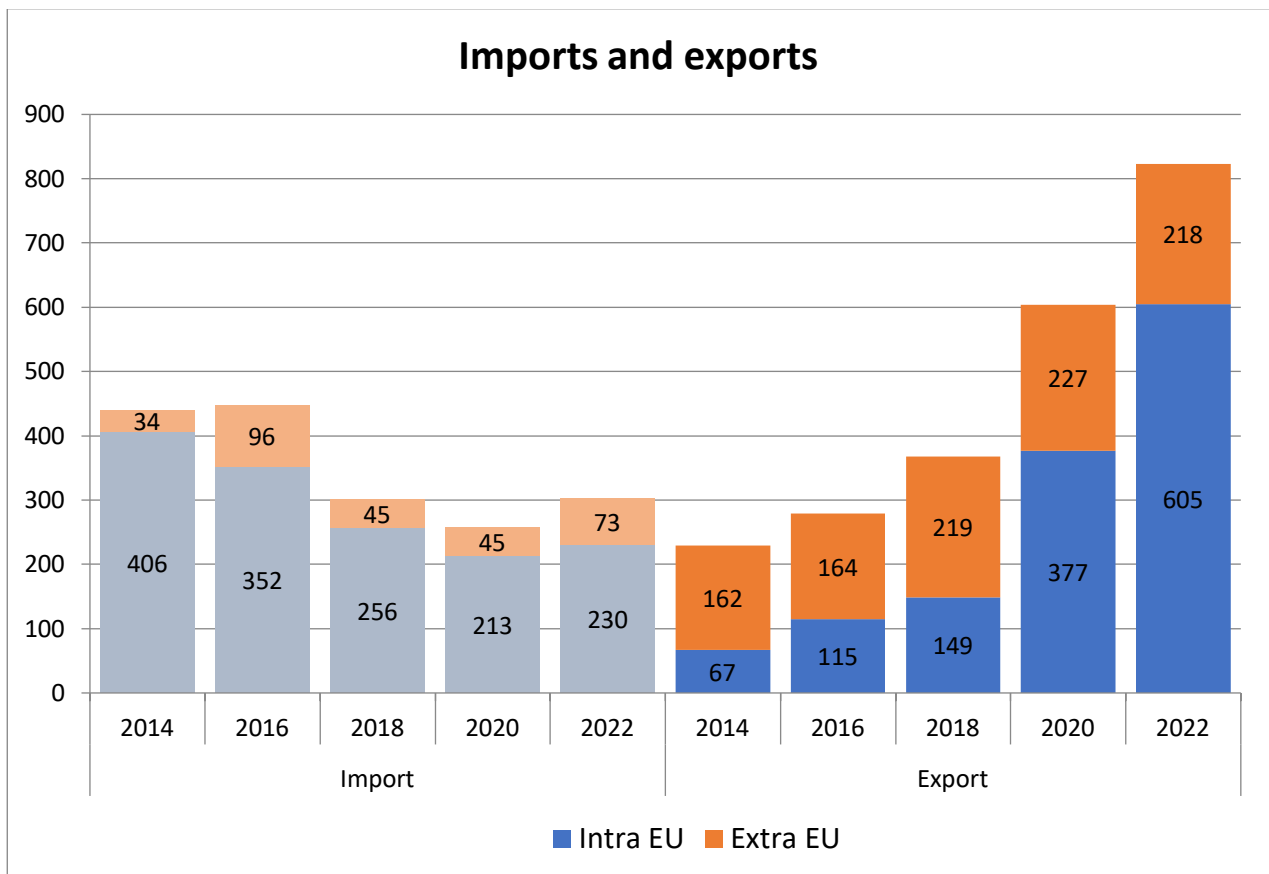
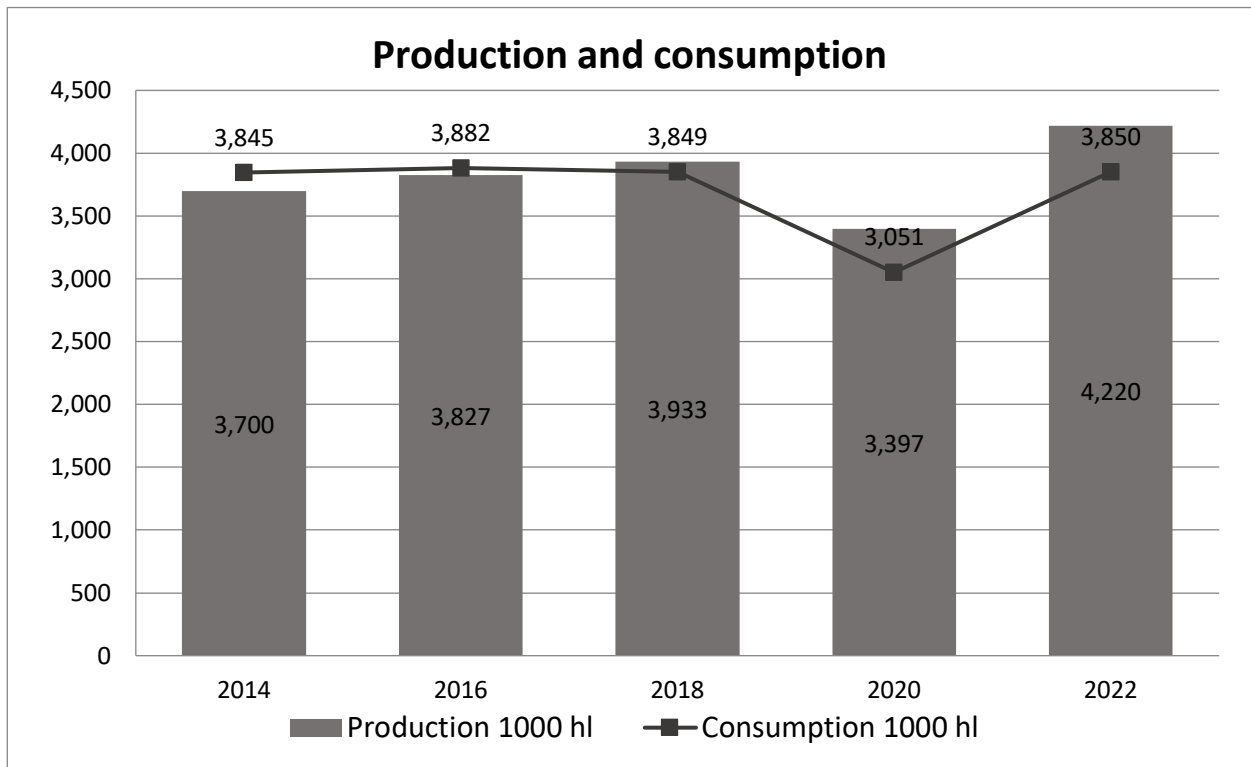
TABLE 2. SUMMARY OF BEER SECTOR'S ECONOMIC IMPACT (AND % CHANGE OVER THE PERIOD 2016-2022)

		2016	2018	2020	2022
Total number of jobs	[-1.2%]	129,834	136,435	99,132	128,329
Value-added (mEuro)	[31.4%]	322	394	254	424
Government revenues (mEuro)	[4.9%]	782	838	555	821

Source: Calculations - different sources.

Beer production has gradually risen from 2016, other than a temporary fall during the pandemic, reaching 4.2 million hectolitres in 2022. At the same time, consumption has remained steady. As a consequence, beer imports have fallen while exports have increased, highlighting Greece's growing relevance to the international beer market. Exports have now reached nearly 20 per cent of total production. This growth in the industry is reflected by a 31.4 per cent increase in the value added to the economy over this period.

FIGURE 1. EVOLUTION OF MAIN INDICATORS (2014-2022)



Source: National Associations.

3 A SNAPSHOT OF THE BREWING SECTOR

In 2022, Greek beer production reached over 4.2 million hectolitres, almost one million hectolitres more than in 2020. Since 2016 the number of breweries in Greece has increased from 43 to 75, with the majority of these breweries falling into the category of microbreweries.

TABLE 3. BASIC CHARACTERISTICS OF THE BEER SECTOR (2016-2022)

	2016	2018	2020	2022
Total production (in hectolitres)	3,827,000	3,933,000	3,397,000	4,220,000
Brewing companies	40	43	59	72
Breweries (including microbreweries)	43	46	62	75
Microbreweries	25	30	40	51

Source: National Associations.

4 LOOKING AT THE BEER MARKET

Total consumption has remained quite consistent over the time period of 2016 to 2022, bar a slight dip in 2020 associated with the pandemic. The overall consumption was just above 3.8 million hectolitres in 2022, equivalent to 2016 levels

Consumption in Greece tends to be more from the on-trade (hospitality) than off-trade (retail) sector. Although it has fallen slightly since 2016, 52 per cent of beer consumed in Greece came from the hospitality industry in 2022. Consumer prices in the hospitality and retail sectors both rose over the time period, with hospitality seeing a slightly greater increase than retail.

TABLE 4. BASIC CHARACTERISTICS OF THE BEER MARKET (2016-2022)

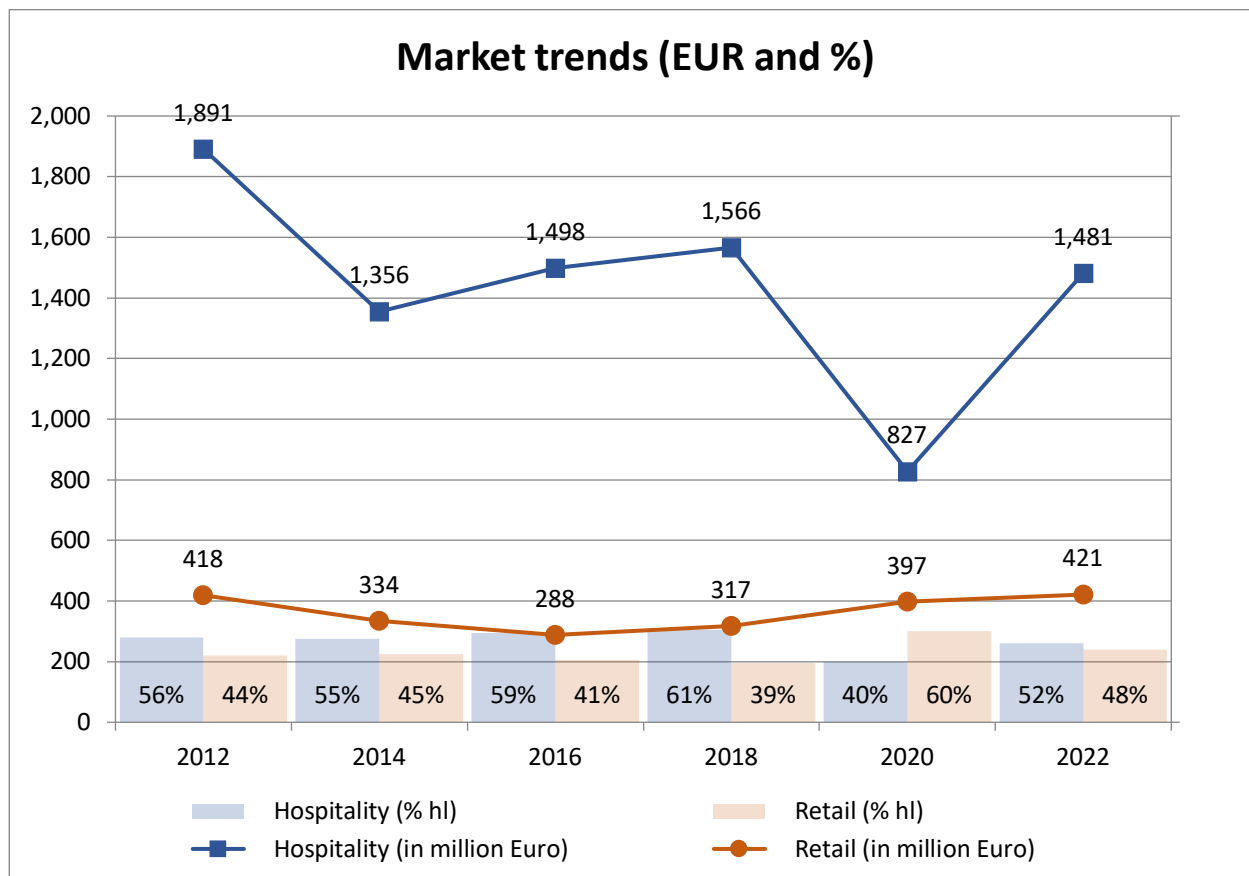
	2016	2018	2020	2022
Total consumption in hectolitres	3,882,000	3,849,000	3,051,000	3,850,000
Total consumer spending (in million Euro)	1,786	1,883	1,225	1,903
Consumption of beer per capita (in litres)	36	36	28	35
Beer consumption hospitality	59%	61%	40%	52%
Beer consumption retail	41%	39%	60%	48%
Consumer price hospitality (€ / litre)*	6.54	6.67	6.78	7.40
Consumer price retail (€ / litre)*	1.81	2.11	2.17	2.28

Source: National Associations. Note: * Prices are averages inclusive of taxes and duties.

5 TRENDS AND DEVELOPMENTS

Looking at the period from 2012 to 2022, we see that overall consumption has decreased, primarily due to a decrease in hospitality sector consumption. Consumption in the hospitality sector has fallen from 1,891 million Euros in 2012, to 1,481 million in 2022. Retail sector consumption has remained relatively constant over this period. There was a sharp decrease in hospitality sector consumption in 2020 as a result of the pandemic, with a subsequent rebound by 2022.

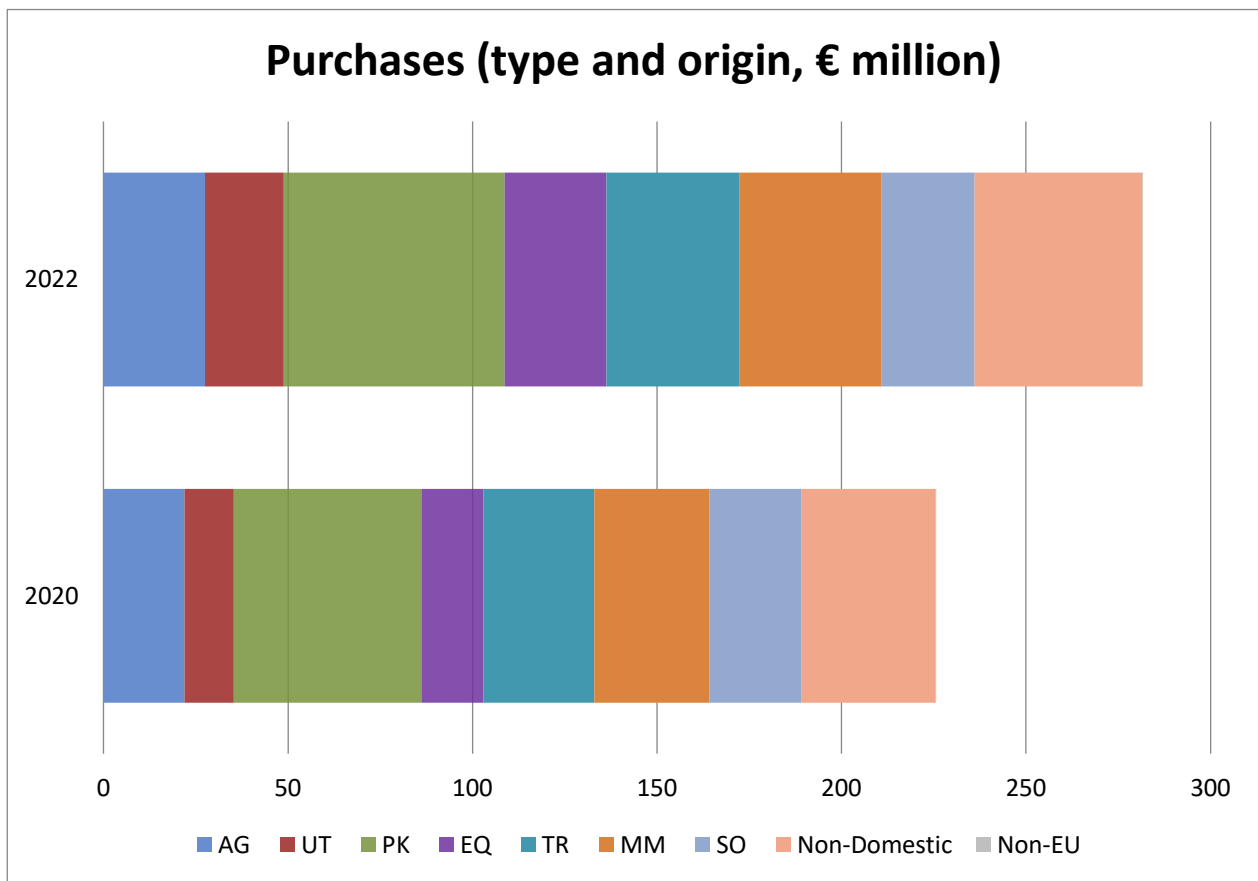
FIGURE 2: RECENT CONSUMPTION TRENDS (2012-2022)



Source: National Associations.

Up-stream purchases made in the supply sector by Greece's beer sector increased from 2020 to 2022, up to €282 million from €226 million. The greatest spend was on the packaging, media and marketing and transport sectors. This supply chain is largely domestically focused, with a small component of within-EU purchases.

FIGURE 3: SPLIT OF BEER SECTOR'S SUPPLY CHAIN PURCHASES



Note: AG – Agriculture; UT – Utilities; PK – Packaging; EQ – Equipment; TR – Transport; MM – Media / marketing; SO – Other services.

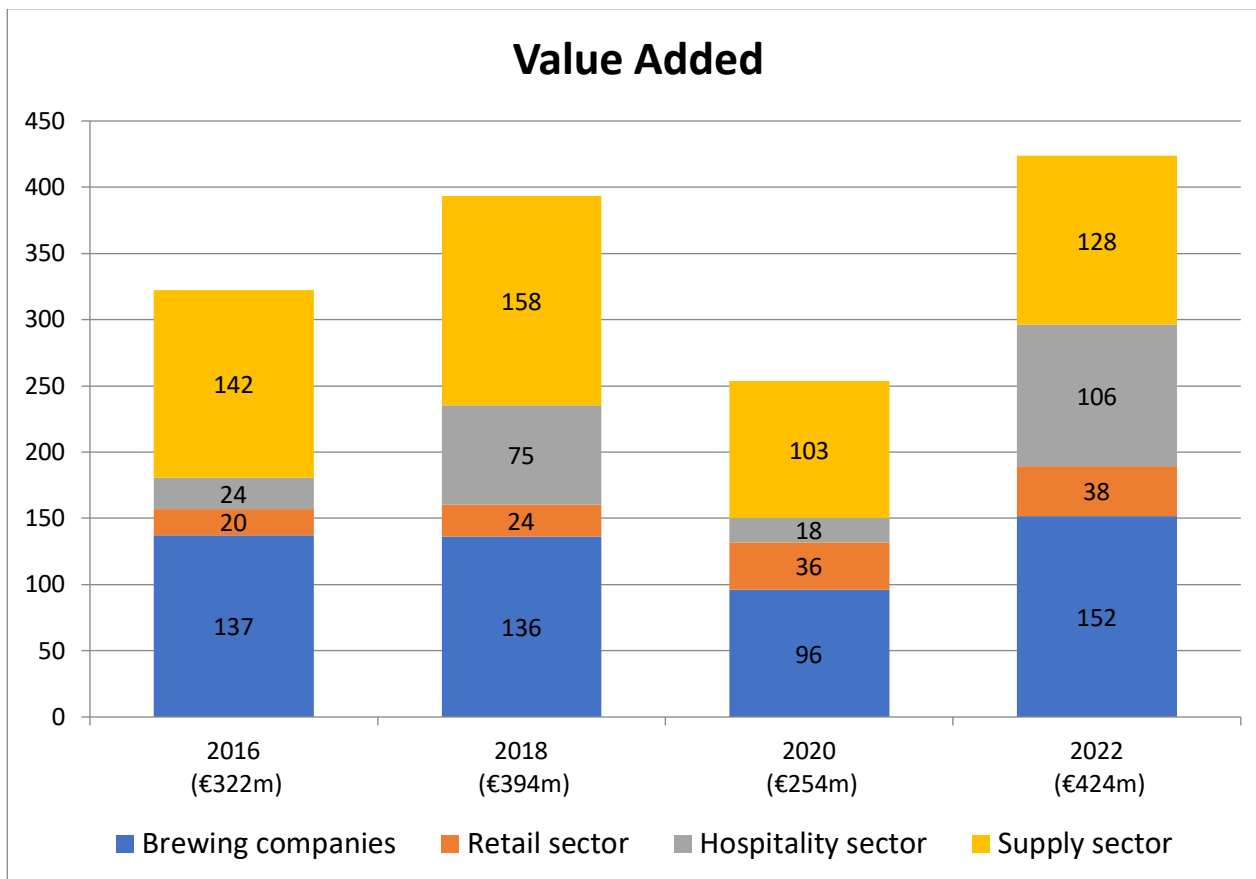
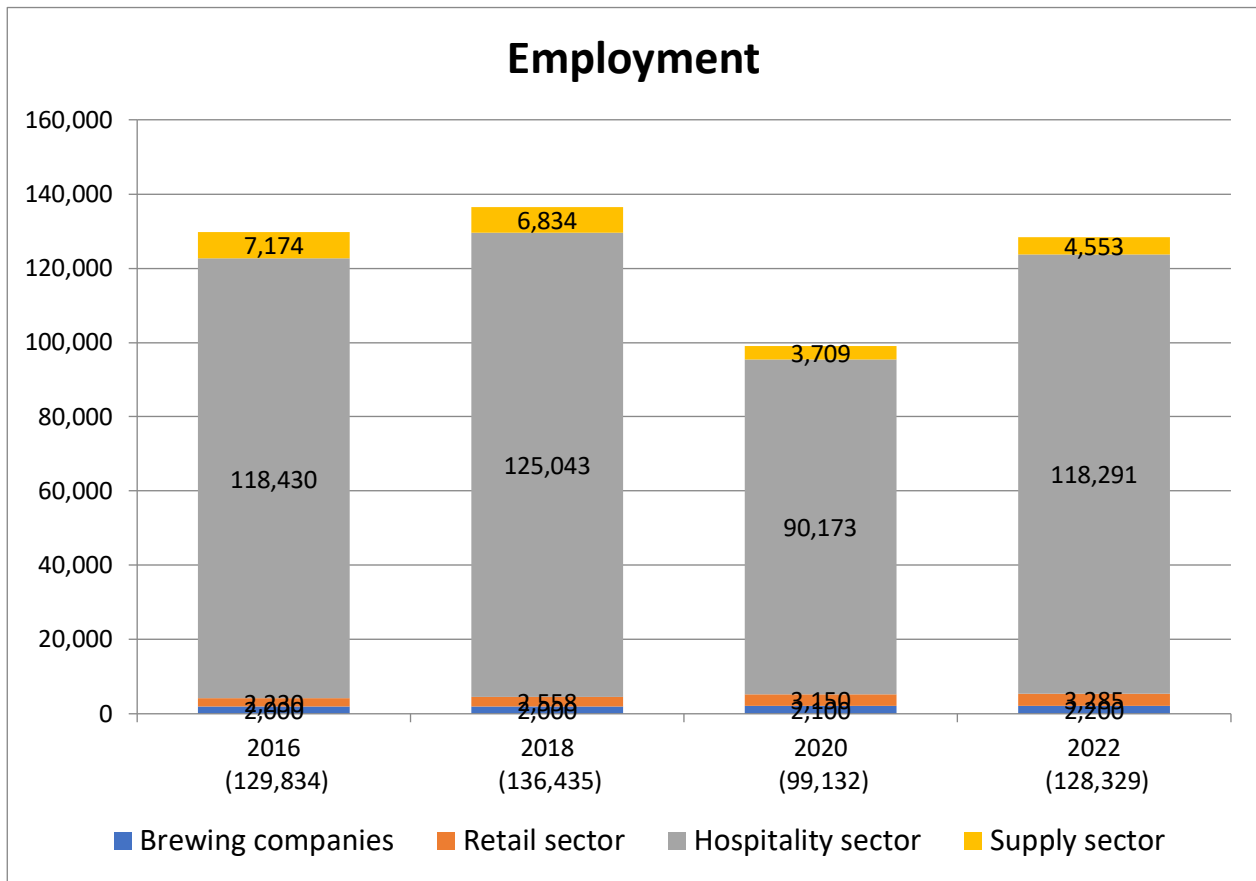
Source: Calculations based on data from Eurostat, and the Individual Brewers Questionnaire.

6 THE IMPACTS BEYOND THE SECTOR: RELATED JOBS AND VALUE ADDED

Other than a temporary fall in hospitality sector employment during the pandemic, total employment attributable to the beer sector has remained stable over the period of 2016 to 2022, totalling over 128,000 jobs in 2022. Hospitality employment dominated this, with over 118,000 jobs in 2022.

The value added by the beer sector was 424 million in 2022. Even though the brewing sector only makes up 2 per cent of total employment in the beer sector, it accounted for 36 per cent of value added.

FIGURE 4: CHANGE IN EMPLOYMENT AND VALUE ADDED (2016-2022).



Note: The figures in the employment chart are to be considered as estimates.

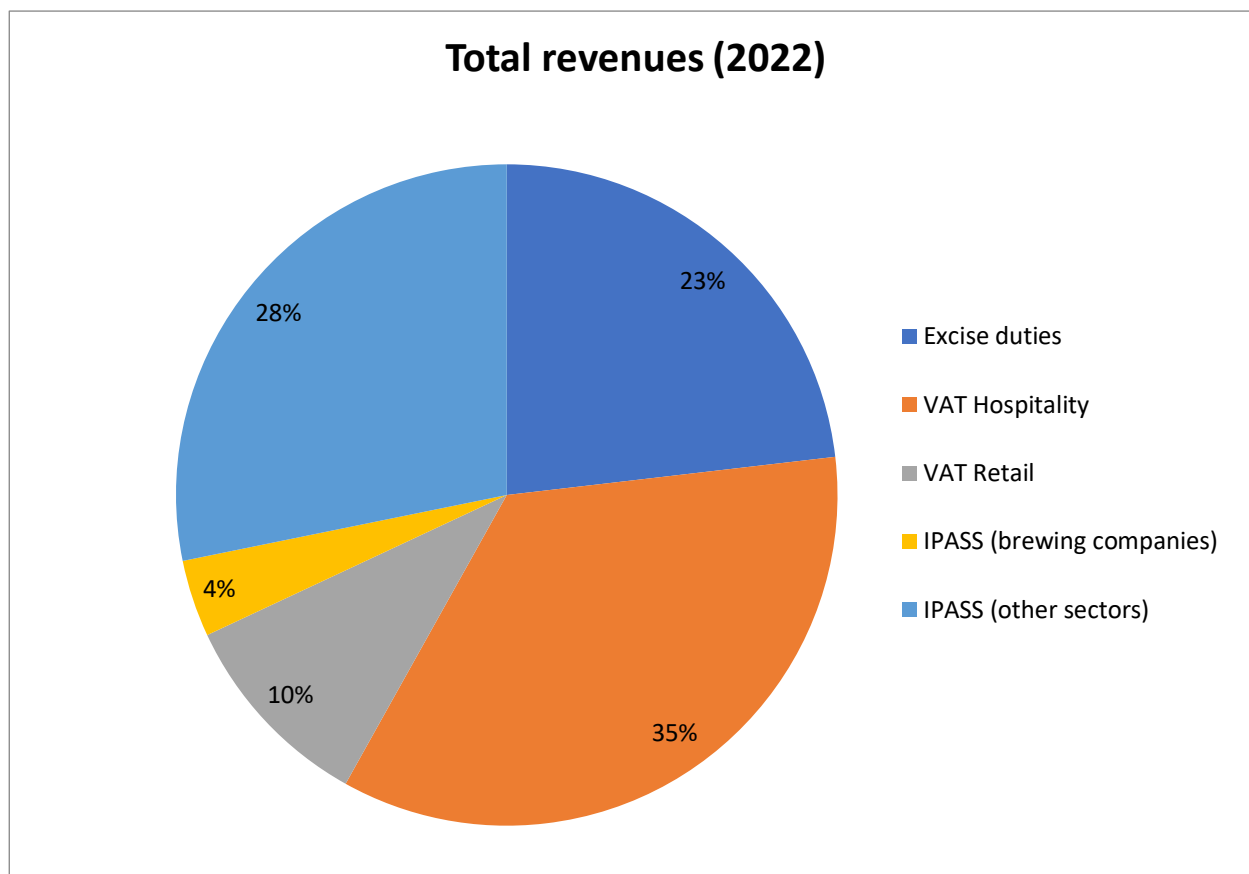
Source: Calculations based on data from Eurostat, National Associations, and the Individual Brewers Questionnaire.

The employment in the supply sector can be broken down using the estimates from the responses to the survey to brewers. These imply a job breakdown of: 1528 jobs in agriculture, 601 jobs in packaging, 831 jobs in transport, 890 jobs in media and marketing (the remaining corresponding to utilities, equipment, other).

7 GOVERNMENT REVENUES RELATED TO BEER

The Greek government's collected revenues that came from the beer sector (directly or indirectly) totalled over €821 million in 2022. Of this total, VAT from the hospitality industries contributed the most at almost 35 per cent.

FIGURE 5: GOVERNMENT REVENUES RELATED TO THE PRODUCTION AND SALE OF BEER IN 2022: (PER CENT)



Note: IPASS - Income, payroll tax and social security

Source: Calculations based on data from Eurostat, and the National Associations.

With this increase in VAT totals, a slight decrease was seen between 2016 and 2022 in the revenues collected from IPASS. VAT revenues have yet to fully reach 2018 levels by 2022, which might be attributed in the tourism industry not fully recovering from the impacts of the pandemic with consequence for beer sales in the hospitality sector.

TABLE 5. GOVERNMENT REVENUES, €M (2016-2022)

	2016	2018	2020	2022
Excise duties	155	196	154	190
VAT Hospitality	290	303	160	287
VAT Retail	56	61	77	82
IPASS (brewing companies)	29	31	27	31
IPASS (other sectors)	252	246	137	231
Total government revenues	782	838	555	821

Note: IPASS - Income, payroll tax and social security

Source: Calculations - different sources.