



WINE & SPIRITS

European & International Market

Trends & Outlook

The European market rewards value rather than volume. In wine, value is rising while volumes are under pressure, reflecting consumers' shift toward choosing 'less, but better'. In spirits, Europe was the fastest-growing region worldwide over 2020-2025. This creates a meaningful opportunity for premium Greek wine, quality spirits, certified products and targeted market entry, first in Germany and then in the United Kingdom.

01. Key Market Indicators



€169.3 bn
European wine market (2025)



€148.9 bn
European spirits market (2025)

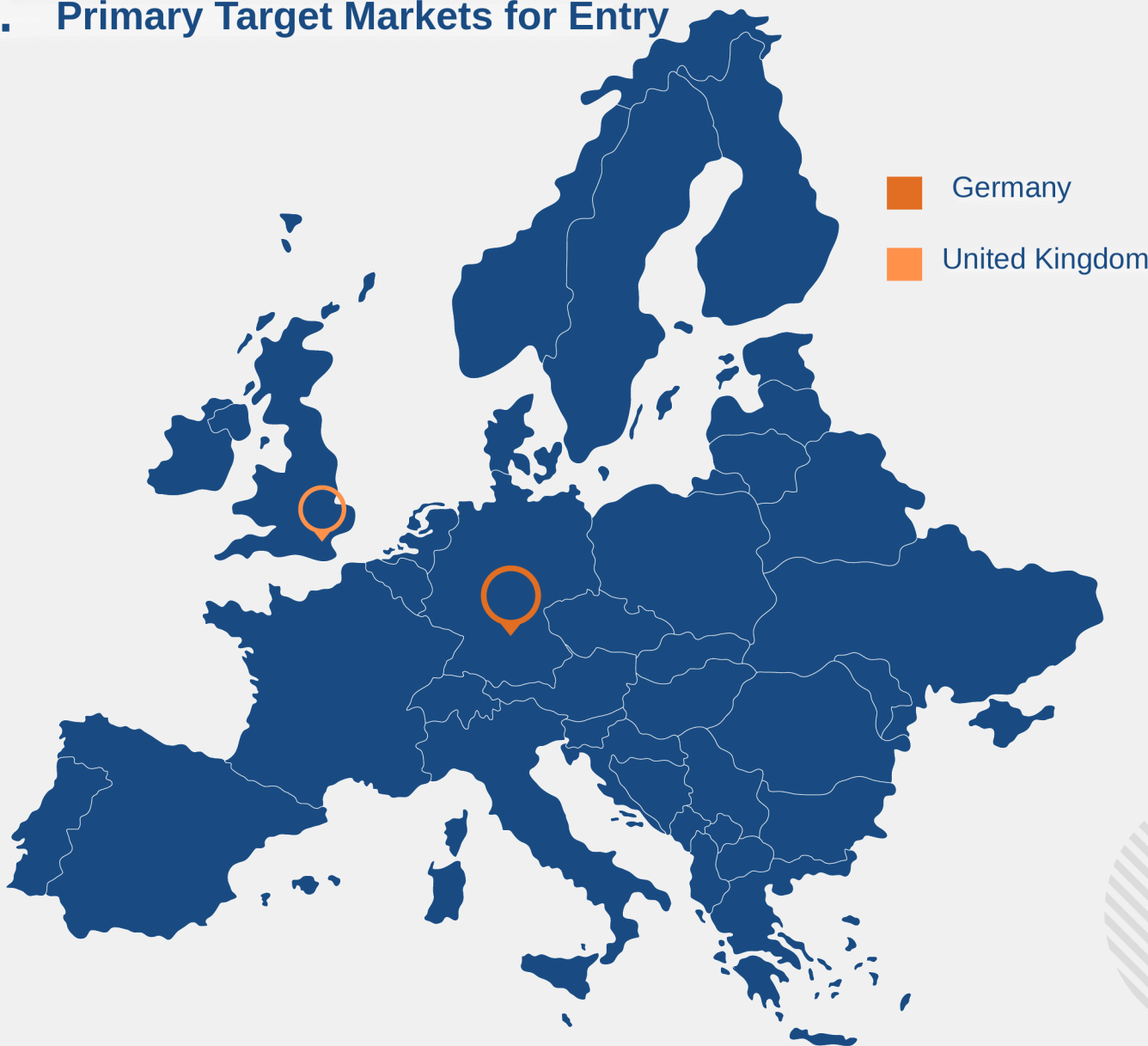


+24.0%
Wine value growth (2020-2025)



+7.0%
Spirits CAGR in Europe

02. Primary Target Markets for Entry



Germany is selected as the primary target market for initial export entry, while the United Kingdom follows as a market with higher potential returns. The choice is based on market size, momentum, structural market characteristics and ease of entry.

03. Regulations as Market-Access Requirements

UK LABEL
UK business operator on the label (since 2024)

GERMANY 2026
Mandatory registration in the German packaging register before placing the product on the market.

PPWR / EPR
Packaging obligations & Extended Producer Responsibility

04. Value-Creating Strategies



International trade fairs and B2B networking:

Participation in leading international trade fairs and targeted tasting events, with scheduled contacts with buyers, importers and distributors.



Targeted entry into Germany & United Kingdom:

Germany first, due to the lower entry threshold. United Kingdom second, due to greater value potential.



Traceability and certification:

Invest in accurate labelling, batch traceability, PDO/PGI certification and documentation that builds trust.



Digital presence and marketing:

Strong storytelling, digital brand presence and content highlighting origin, terroir, quality and the product's premium positioning.