



Euromonitor
International

Health and Wellness in Greece

July 2024

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Health and Wellness in Greece

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Greece

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2023 DEVELOPMENTS

Natural remains leading claim despite further decline
Fortification and functionality
No sugar sales fall, but remain high amid growing concerns about sugar consumption

PROSPECTS AND OPPORTUNITIES

Hot tea well placed to appeal to health conscious Greek consumers
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