



HW Soft Drinks in Greece

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar is the main driver in almost all soft drinks categories
Natural is the leading health and wellness claim in soft drinks in 2023
Expanding range of fortification and functionality

PROSPECTS AND OPPORTUNITIES

No added sugar shows significant potential
Vegan and organic claims to see rising demand
Consumers to look for extra vitamins in the forecast period

CATEGORY DATA

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Health and Wellness in Greece - Industry Overview

EXECUTIVE SUMMARY

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

DISCLAIMER

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