



# HW Snacks in Greece

July 2024

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#### 2023 DEVELOPMENTS

2023 sees significant shift towards health and wellness claims

Product innovation looks to reduce sugar content

Increasing interest in plant-based diets

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Growing emphasis on fortification and functionality

Ongoing expansion of high protein claim

Potential for private label development

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## Health and Wellness in Greece - Industry Overview

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Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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