



**Euromonitor
International**

HW Dairy Products and Alternatives in Greece

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KEY DATA FINDINGS

2023 DEVELOPMENTS

High protein claim records strong rise

Growing interest in fortified and functional claims

Vegan claim benefits from environmental and animal welfare concerns, as well as health and wellness trend

PROSPECTS AND OPPORTUNITIES

Further merging of health and wellness and ethical considerations

Increasingly sophisticated consumer demand

Private label to change the competitive landscape and make plant-based claim more accessible

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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-greece/report.