



# HW Dairy Products and Alternatives in Greece

July 2024

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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

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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

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