



HW Cooking Ingredients and Meals in Greece

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong natural trend
Concerns about sugar content in cooking ingredients and meals
Vegan claim on the rise

PROSPECTS AND OPPORTUNITIES

Seeking to spur development of ready meals
Vegan shows promise in health and wellness cooking ingredients and meals
Opportunities for products offering active health benefits

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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