



HW Staple Foods in Greece

July 2024

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HW Staple Foods in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre is the leading health and wellness claim in staple foods

Growing interest in plant-based and vegan claims

Consumers looking for sources of protein

PROSPECTS AND OPPORTUNITIES

Vegan meat and seafood substitutes expected to grow

Rising consumer expectations

Natural and organic products expected to see volumes fall

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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