



HW Staple Foods in Greece

July 2024

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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

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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

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